

ABSTRAK

Penelitian ini bertujuan untuk menganalisis secara simultan dan parsial pengaruh *employee engagement* dan *employee loyalty* terhadap *employee performance* pada Dinas Pemuda dan Olahraga Kota Bandung. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada pegawai Dinas Pemuda dan Olahraga Kota Bandung dengan menggunakan sampel jenuh atau semua populasi sebanyak 65 pegawai dijadikan sampel. Metode analisis data yang digunakan meliputi uji validitas, uji reliabilitas, transformasi data dengan *Method of Succesive Interval (MSI)*, analisis regresi linear berganda, korelasi berganda, koefisien determinasi, serta uji hipotesis melalui uji F dan uji t. Hasil penelitian menunjukkan bahwa secara simultan, *employee engagement*, dan *employee loyalty* berpengaruh positif dan signifikan terhadap *employee performance* sebesar 78,6%. Secara parsial *employee engagement* berpengaruh signifikan sebesar 25,9% dan *employee loyalty* berpengaruh signifikan sebesar 52,7%. Diantara kedua variabel tersebut, *employee loyalty* yang memberikan pengaruh paling dominan terhadap *employee performance*. Temuan ini menunjukkan bahwa untuk meningkatkan *employee performance* maka organisasi perlu memperkuat *employee loyalty* melalui penghargaan, pengembangan karir, komunikasi yang baik, dan lingkungan kerja yang mendukung.

Kata Kunci: *Employee Engagement, Employee Loyalty, Employee Performance*

ABSTRACT

This study aims to analyze simultaneously and partially the influence of employee engagement and employee loyalty on employee performance at the Bandung City Youth and Sports Office. This study employs descriptive and verifiable methods, adopting a quantitative approach. Data collection techniques were employed by distributing questionnaires to all 65 employees of the Bandung City Youth and Sports Office, utilizing a saturated sample that encompassed the entire population. The data analysis methods used include validity testing, reliability testing, data transformation using the Method of Successive Intervals (MSI), multiple linear regression analysis, multiple correlation, coefficient of determination, and hypothesis testing through F-tests and t-tests. The research results indicate that, simultaneously, employee engagement and employee loyalty have a positive and significant effect on employee performance by 78.6%. Partially, employee engagement has a significant effect of 25.9%, and employee loyalty has a significant effect of 52.7%. Among the two variables, employee loyalty has the most dominant influence on employee performance. These findings suggest that to improve employee performance, organizations need to strengthen employee loyalty through rewards, career development, good communication, and a supportive work environment.

Keywords: Employee Engagement, Employee Loyalty, Employee Performance