

ANALISIS HUBUNGAN *WORK ENGAGEMENT* (KETERLIBATAN PEKERJA) TERHADAP KINERJA PEKERJA DI PT. XYZ TAHUN 2024

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Abstrak

Work engagement yang tinggi berperan penting dalam meningkatkan kinerja pekerja, produktivitas perusahaan, dan keselamatan kerja. Sebaliknya, *work engagement* yang rendah dapat berdampak negatif pada hasil kerja dan kualitas lingkungan kerja. Penelitian ini bertujuan untuk menganalisis hubungan antara *work engagement* dan kinerja pekerja di PT. XYZ, serta pengaruh faktor sosiodemografi seperti usia, status pernikahan, tingkat pendidikan, dan masa kerja terhadap kinerja pekerja. Penelitian ini menggunakan metode kuantitatif dengan desain studi *cross-sectional* yang dilaksanakan pada November hingga Desember 2024, melibatkan 74 responden yang dipilih dengan teknik *purposive sampling*. Data dikumpulkan menggunakan kuesioner Utrecht Work Engagement Scale (UWES-9) untuk *work engagement* dan Individual Work Performance Questionnaire (IW PQ) untuk kinerja pekerja. Analisis data dilakukan dengan analisis univariat dan uji chi-square untuk hubungan antar variabel. Hasil penelitian menunjukkan adanya hubungan signifikan antara *work engagement* dan kinerja pekerja (*p-value* 0,001), namun tidak ada hubungan signifikan dengan variabel sosiodemografi. Berdasarkan hasil ini, perusahaan disarankan untuk meningkatkan keterlibatan pekerja dengan melakukan survei *work engagement* secara berkala dan menerapkan kotak suara digital untuk menampung kritik, saran, dan masukan dari pekerja secara anonim.

Kata Kunci: Kinerja Pekerja, *Work Engagemet*, Faktor Sosiodemografi

ANALYSIS OF THE RELATIONSHIP BETWEEN WORK ENGAGEMENT AND WORKER PERFORMANCE AT PT. XYZ IN 2024

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Abstract

High work engagement is vital for improving employee performance, boosting company productivity, and enhancing workplace safety. Conversely, low work engagement can harm work outcomes and reduce the quality of the work environment. This study investigated the relationship between work engagement and employee performance at PT. XYZ, while also examining how sociodemographic factors—such as age, marital status, education level, and length of service—affect performance. Data was conducted from November to December 2024, the research utilized a quantitative method with a cross-sectional design, involving 74 respondents selected through purposive sampling. Data were collected using the Utrecht Work Engagement Scale (UWES-9) to assess work engagement and the Individual Work Performance Questionnaire (IWPQ) to evaluate employee performance. Data analysis included univariate analysis and chi-square tests to explore the relationships between variables. The results revealed a significant link between work engagement and employee performance (p -value 0.001), but no significant association with sociodemographic variables. Based on these findings, it is recommended that PT. XYZ improve employee engagement by conducting regular surveys and implementing a digital suggestion box for anonymous feedback.

Keywords: *Sociodemographics Factors, Work Engagement, Work Performance*