

# **ANALISIS PENGARUH KOMPENSASI, *WORK LIFE BALANCE*, KESEMPATAN BERKEMBANG TERHADAP *EMPLOYEE ENGAGEMENT* GEN Y PT CIPTA KRIDATAMA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kompensasi, *work life balance*, kesempatan berkembang terhadap *Employee Engagement* Gen Y di PT Cipta Kridatama. *Engagement* merupakan salah satu faktor menjaga keberlanjutan bisnis suatu perusahaan dan mengukur sejauh mana kinerja yang diberikan karyawan pada perusahaannya. Jenis penelitian ini adalah kuantitatif, dengan menggunakan teknik pengumpulan data berupa kuisioner dengan sampel penelitian sebanyak 122 (seratus dua puluh dua) responden yang merupakan karyawan PT Cipta Kridatama dengan kisaran umur 25 sampai dengan 40 tahun. Pengujian hipotesis dalam penelitian ini menggunakan model *Part Least Square* (PLS) dan Regresi Linier Berganda untuk mengetahui pengaruh Kompensasi, *Work Life Balance*, Kesempatan Berkembang secara simultan terhadap *Employee Engagement*. Hasil penelitian ini menunjukkan bahwa Kompensasi, *Work Life Balance*, Kesempatan Berkembang baik secara parsial maupun secara simultan berpengaruh positif signifikan terhadap *Employee Engagement* Gen Y PT Cipta Kridatama.

**Kata Kunci:** *Employee Engagement*, Kompensasi, *Work Life Balance*, Kesempatan Berkembang, *Part Least Square*, Regresi Linier Berganda

**ANALYSIS THE INFLUENCE OF COMPENSATION, WORK LIFE  
BALANCE, DEVELOPMENT OPPORTUNITIES OF EMPLOYEE  
ENGAGEMENT GEN Y PT CIPTA KRIDATAMA**

**Wahyu Widyawati**

*Abstract*

*This research aims to analyze the influence of compensation, work life balance, development opportunities of Employee Engagement Gen Y in PT Cipta Kridatama. Engagement is one of the factors that support business sustainability in a company and measure where the needs are given to the company. This type of research is quantitative, data collection techniques survey (questionnaires) with a research sample of 122 (one hundred twenty two) respondents who are employees of PT Cipta Kridatama with an age range of 25 to 40 years. Hypothesis testing in this study uses the Part Least Square (PLS) model and Multiple Linear Regression to determine simultaneously the influence of Compensation, Work Life Balance, development opportunities of Employee Engagement. The results of this research indicate that Compensation, Work Life Balance, development opportunities both partially and simultaneously have positively significant effect on the Employee Engagement Gen Y in PT Cipta Kridatama.*

**Keywords: Employee Engagement, Compensation, Work Life Balance, Development Opportunities, Part Least Square, Multiple Linear Regression**