

ABSTRACT

This study to explain and analyze the forces of influence of transformational leadership, job satisfaction, and organizational commitment to employee engagement, and know the most powerful variables affect employee engagement. Populasi research is 112 employees, samples taken from the entire population. Technique of collecting data using questionnaire instrument. The validity of the item item is tested by product moment person correlation, while the reliability coefficient is tested by Alpha Cronbach formula. A very strong relationship exists between organizational commitment and employee engagement. The effect of organizational commitment variable on employee engagements is 66.4%. The remaining 33.6% is influenced by other variables not included in this study. Partially, there is a significant positive effect of transformational leadership on employee engagement, job satisfaction toward employee engagement, job satisfaction toward employee engagement, and simultaneously there is a significant positive joint effect between transformational leadership of job satisfaction and leadership organization commitment to Employee Engagement.

Keywords: *transformational leadership, job satisfaction, organizational commitment, and employee engagement.*



ABSTRAK

Penelitian ini bertujuan menjelaskan dan menganalisis kekuatan pengaruh kepemimpinan transformasional, kepuasan kerja, dan komitmen organisasi terhadap *employee engagement*, serta mengetahui variabel yang paling kuat mempengaruhi *employee engagement*. Populasi penelitian adalah 112 orang pegawai, sampel diambil dari seluruh populasi. Teknik pengumpulan data menggunakan instrumen kuesioner. Validitas butir item diuji dengan korelasi product moment person, sedangkan koefisien reliabilitas diuji dengan rumus Alpha Cronbach. Hubungan sangat kuat terjadi antara komitmen organisasi dan *employee engagement*. Pengaruh variabel komitmen organisasi terhadap *employee engagement* sebesar 66.4%. Sisanya sebesar 33.6% dipengaruhi oleh variabel lain yang tidak dimasukan ke dalam penelitian ini. Selanjutnya secara parsial terdapat pengaruh positif signifikan kepemimpinan transformasional terhadap *employee engagement*, kepuasan kerja terhadap *employee engagement*, kepuasan kerja terhadap *employee engagement*, dan secara simultan terdapat pengaruh bersama positif signifikan antara kepemimpinan transformasional kepuasan kerja dan komitmen organisasi kepemimpinan terhadap *employee engagement*.

Kata kunci: kepemimpinan transformasional, kepuasan kerja, komitmen organisasi, dan *employee engagement*.

