

ABSTRACT

This research aims to know and examine the influence of Transformational Leadership and Job Satisfaction, to Work Motivation and Its Implication to Employee Engagement in Sales Marketing Division, Head Office of TV One (Lativi Media Karya), PuloGadung Industrial Area, East Jakarta. Sampling in this research was done by random sampling using Slovin formula which yield 50 respondents from total 50 population from employees in Sales & Marketing Division. Data were obtained from the spread of Smart PLS program questionnaire 3.2.7. The results showed that leadership variables did not affect the employee engagement partially, but satisfaction and motivation had an effect on employee engagement. However, overall independent variables together have a significant influence on employee engagement.

Keywords: Leadership, Job Satisfaction, Job Motivation, Employee Engagement



ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menguji pengaruh Kepemimpinan Transformasional dan Kepuasan Kerja, terhadap Motivasi Kerja serta Implikasinya terhadap Employee Engagement di Divisi Sales Marketing, Kantor Pusat TV One (Lativi Media Karya), Kawasan Industri PuloGadung, Jakarta Timur. Pengambilan sampel dalam penelitian ini dilakukan secara *random sampling* dengan menggunakan rumus Slovin yang menghasilkan 50 responden dari total 50 populasi dari karyawan di Divisi Sales & Marketing. Data diperoleh dari hasil penyebaran kuesioner bantuan program Smart PLS 3.2.7. Hasil penelitian menunjukkan bahwa variabel kepemimpinan secara parsial tidak berpengaruh terhadap *employee engagement*, tapi kepuasan dan motivasi berpengaruh terhadap *employee engagement*. Namun, secara keseluruhan variabel bebas secara bersama-sama memiliki pengaruh yang signifikan terhadap *employee engagement*.

Kata kunci: Kepemimpinan, Kepuasan Kerja, Motivasi Kerja, *Employee Engagement*.

