

## ABSTRACT

*This study aims to analyze the effect of workload, emotional intelligence and work life balance on employee involvement. The population in this study were 317 employees of PT. Dipa Healthcare. The sample used was 150 employees, calculated based on the Slovin formula. The sampling method uses the survey method, with the research instrument in the form of a questionnaire. Data analysis method uses Partial Least Square. This study proves that workload has a positive and significant effect on employee engagement, emotional intelligence has a positive and significant effect on employee engagement, and work life balance has a significant effect on employee engagement at PT. Dipa Healthcare.*

*Keywords: Workload, Emotional Intelligence, Work Life Balance, Employee Engagement.*



## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh beban kerja, kecerdasan emosi dan *work life balance* terhadap *employee engagement*. Populasi dalam penelitian ini adalah 317 karyawan *medical representative* PT. Dipa Healthcare. Sampel yang digunakan adalah 150 karyawan, dihitung berdasarkan rumus Slovin. Metode pengambilan sampel menggunakan metode survei, dengan instrumen penelitian berupa kuesioner. Metode analisis data menggunakan *Partial Least Square*. Penelitian ini membuktikan bahwa beban kerja berpengaruh positif dan signifikan terhadap *employee engagement*, kecerdasan emosional berpengaruh positif dan signifikan terhadap *employee engagement*, dan *work life balance* berpengaruh signifikan terhadap *employee engagement* PT. Dipa Healthcare.

kata kunci : beban kerja, kecerdasan emosional, *work life balance*, *employee engagement*.

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