

## ABSTRAK

Contact center berperan penting bagi perusahaan sebagai media informasi bagi konsumen yang membutuhkan suatu informasi mengenai produk atau layanan yang disediakan oleh perusahaan. Sebagai garda terdepan perusahaan memberikan citra yang baik bagi nasabah haloBCA memerlukan sumber daya manusia yang profesional, memiliki dedikasi yang tinggi serta semangat yang tinggi dalam memberikan pelayanan kepada nasabah BCA. Penelitian ini dilakukan untuk mengetahui pengaruh budaya organisasi, teamwork terhadap employee engagement dimediasi oleh motivasi berprestasi. Metode yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Populasi pada penelitian ini adalah karyawan haloBCA yang bekerja lebih dari 1 tahun berjumlah 292 karyawan. Teknik pengambilan sampel menggunakan accidental sampling (convenience sampling) dengan rumus slovin diperoleh 168 responden. Analisis data menggunakan Teknik analisis SEM PLS (Partial Least Square). Hasil penelitian menunjukkan bahwa variabel budaya organisasi, motivasi berprestasi berpengaruh positif dan significant terhadap employee engagement. Teamwork tidak berpengaruh positif terhadap employee engagement, dan teamwork melalui mediasi motivasi berprestasi berpengaruh positif dan significant terhadap employee, demikian juga dengan dimedias oleh motivasi berprestasi, budaya organisasi dan teamwork dapat memperkuat pengaruh terhadap employee engagement di haloBCA BSD.

Kata kunci: *Budaya Organisasi, Teamwork, Motivasi Berprestasi, Employee Engagement*



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## **ABSTRACT**

*Contact center plays an important role for the company as a medium of information for consumers who need information about products or services provided by the company. As the frontline of the company, providing a good image for haloBCA customers requires professional human resources, high dedication and high enthusiasm in providing services to BCA customers. This research was conducted to determine the influence of organizational culture, teamwork on employee engagement mediated by achievement motivation. The method used in this study is quantitative research. The population in this study is haloBCA employees who work for more than a year total 292 employees. The sampling technique using accidental sampling (convenience sampling) with the slovin formula was obtained by 168 respondents. Data analysis using SEM PLS (Partial Least Square) analysis technique. The results showed that organizational culture variables, achievement motivation had a positive and significant effect on employee engagement. Teamwork does not have a positive effect on employee engagement, and teamwork through mediation of achievement motivation has a positive and significant effect on employees, as well as mediated by achievement motivation, organizational culture and teamwork can strengthen the influence on employee engagement at halo BCA BSD.*

*Keywords: Organizational Culture, Teamwork, Achievement Motivation, Employee Engagement*

