

ABSTRAK

Di tengah persaingan bisnis yang semakin ketat, perhatian terhadap keterlibatan karyawan (*Employee Engagement*) menjadi krusial bagi keberhasilan organisasi. Salah satu faktor yang diduga memiliki peran penting dalam meningkatkan keterlibatan karyawan adalah manajemen bakat (*Talent Management*) serta keseimbangan antara kehidupan kerja dan kehidupan pribadi (*Work-Life Balance*). Selain itu, kepuasan kerja (*Job Satisfaction*) juga dianggap sebagai faktor yang dapat memediasi hubungan antara *Talent Management* dan *Work-Life Balance* dengan *Employee Engagement*. Dalam penelitian ini, pengaruh dari *Talent Management* dan *Work-Life Balance* terhadap *Employee Engagement* dipelajari, dengan *Job Satisfaction* sebagai variabel yang berperan sebagai penengah. Metode yang digunakan adalah penelitian eksperimen dengan pendekatan kuantitatif. Data diperoleh dari 97 karyawan dari total populasi 128 karyawan dengan menggunakan teknik *simple random sampling*. Data primer dikumpulkan melalui kuisioner, sementara data sekunder diperoleh dari perusahaan. Analisis data dilakukan menggunakan metode *Partial Least Square* dengan *software* Smart PLS 4.0. Hasil penelitian menunjukkan bahwa *Talent Management* dan *Job Satisfaction* memiliki pengaruh positif dan signifikan terhadap *Employee Engagement*. Namun, *Work-Life Balance* tidak memiliki pengaruh positif dan signifikan terhadap *Employee Engagement* dan *Job Satisfaction*.

Kata Kunci: *Employee Engagement, Talent Management, Work-Life Balance, Job Satisfaction.*

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ABSTRACT

Amidst intensifying business competition, the focus on Employee Engagement has become pivotal for organizational success. One of the factors believed to play a crucial role in enhancing employee engagement is Talent Management, alongside the balance between work and personal life, known as Work-Life Balance. Additionally, Job Satisfaction is considered a potential factor that could mediate the relationship between Talent Management, Work-Life Balance, and Employee Engagement. This study delves into examining the influence of Talent Management and Work-Life Balance on Employee Engagement, with Job Satisfaction acting as a mediating variable. The research methodology adopted an experimental approach with a quantitative focus. Data were gathered from 97 employees out of a total population of 128, utilizing simple random sampling techniques. Primary data collection involved questionnaires, while secondary data were sourced from the company. Data analysis was conducted using the Partial Least Square method through Smart PLS 4.0 software. The findings of the study indicate that Talent Management and Job Satisfaction significantly and positively impact Employee Engagement. However, Work-Life Balance did not exhibit a significant positive influence on both Employee Engagement and Job Satisfaction.

Keywords: Employee Engagement, Talent Management, Work-Life Balance, Job Satisfaction.



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