

ABSTRACT

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ANALYSIS OF THE ANTECEDENTS AND CONSEQUENCES OF JOB ENGAGEMENT AND ORGANIZATION ENGAGEMENT IN RETAIL INDUSTRY

The challenges of the retail industry in the era of digitalization are changing offline businesses to online as a form of business sustainability efficiency to maintain their business. This also has an impact on changes in human resource management which lead to organizational efficiency at the level of employee engagement. Employee Engagement is an important thing that is useful for the continuity of employee welfare which also has an impact on the company to achieve its goals. The purpose of this study is to see whether there is a positive or negative relationship between each antecedents and consequences of employee engagement which consists of Job Engagement and Organization Engagement and to see whether employee engagement can mediate the effect of antecedents with the effect used. The subjects of this study were 80 employees working in the Retail Industry in Tangerang and Jakarta. This research uses quantitative techniques. Data collection using convenience sampling technique with a scale of 5 Likert. The data analysis technique used is the multicollinearity test, multiple regression and multiple mediation with the SPSS ver 25.0 program. The result of this study is that the Value Congruence has a significant positive effect on Job Engagement but insignificant on Organization Engagement. Job Characteristics has a significant positive effect on Job Engagement and Organization Engagement. Rewards and Recognition has a significant positive effect on Job Engagement and Organization Engagement. Job Engagement has a significant positive effect on Job Satisfaction and has a significant negative effect on Intention to quit. Organization Engagement has a insignificant positive effect on Job Satisfaction and has a significant negative effect on Intention to quit. Job Engagement and Organization Engagement cannot mediate all the antecedent and consequences effect.

Reference: 59 (2000 – 2020)

Keyword: *Value Congruence; Job Characteristics; Rewards and Recognition; Employee Engagement; Job Engagement; Organization Engagement; Job Satisfaction; Intention to quit*

ABSTRACT

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ANALISIS ANTESEDEN DAN KONSEKUENSI TERHADAP *JOB ENGAGEMENT* DAN *ORGANIZATION ENGAGEMENT* PADA INDUSTRI RETAIL

Tantangan industri retail pada era digitalisasi yaitu mengubah usaha *offline* menjadi *online* sebagai bentuk efisiensi keberlanjutan usaha guna mempertahankan usahanya. Hal ini juga berdampak terhadap perubahan pengelolaan sumber daya manusia yang mengarah efisiensi organisasi pada tingkat *employee engagement*. *Employee Engagement* merupakan hal penting yang berguna keberlangsungan kesejahteraan karyawan yang juga berdampak pada perusahaan untuk mencapai goals. Tujuan penelitian ini melihat apakah adanya pengaruh positif atau negatif dari setiap anteseden dan konsekuensi terhadap *employee engagement* yang terdiri dari *Job Engagement* dan *Organization Engagement* serta melihat apakah *employee engagement* dapat memediasi pengaruh anteseden dengan konsekuensi yang digunakan. Subjek penelitian ini adalah karyawan yang bekerja di Industri Retail di Tangerang dan Jakarta sebanyak 80 orang. Penelitian ini menggunakan teknik kuantitatif. Pengumpulan data ini dengan teknik *convenience sampling* dengan skala 5 likert. Teknik analisa data yang digunakan adalah menguji *multikolonieritas*, *multiple regression* dan *multiple mediation* dengan program SPSS ver 25.0. Hasil penelitian ini adalah *Value Congruence* memiliki pengaruh positif yang signifikan terhadap *Job Engagement* namun tidak signifikan terhadap *Organization Engagement*. *Job Characteristics* memiliki pengaruh positif yang signifikan terhadap *Job Engagement* dan *Organization Engagement*. *Rewards and Recognition* memiliki pengaruh positif yang signifikan terhadap *Job Engagement* dan *Organization Engagement*. *Job Engagement* memiliki pengaruh positif yang signifikan terhadap *Job Satisfaction* dan memiliki pengaruh negatif yang signifikan terhadap *Intention to quit*. *Organization Engagement* tidak memiliki pengaruh positif yang signifikan terhadap *Job Satisfaction* dan memiliki pengaruh negatif yang signifikan terhadap *Intention to quit*. *Job Engagement* dan *Organization Engagement* tidak dapat memediasi seluruh pengaruh anteseden dan konsekuensi yang digunakan.

Reference: 59 (2000 – 2020)

Keyword: *Value Congruence; Job Characteristics; Rewards and Recognition; Employee Engagement; Job Engagement; Organization Engagement; Job Satisfaction; Intention to quit*