

ABSTRAK

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ANALISIS PENGARUH *DIVERSITY MANAGEMENT* TERHADAP *EMPLOYEE ENGAGEMENT* DI MEDIASI OLEH *ORGANIZATIONAL TRUST* DAN *JOB INSECURITY* PADA PT. XYZ

(xiv + 112 halaman; 8 gambar, 21 tabel)

Tujuan dari penelitian ini untuk mengetahui lebih lanjut pengaruh Manajemen Keragaman (*diversity management*), Kepercayaan Organisasi (*organizational trust*), ketidakamanan kerja (*job insecurity*) terhadap Keterikatan karyawan (*employee engagement*) pada PT XYZ. Hal ini dilatarbelakangi oleh adanya penurunan kinerja karyawan dan adanya keragaman latar belakang karyawan yang ada di PT XYZ sebagai anak perusahaan dari perusahaan multinasional dan memiliki beberapa cabang di beberapa wilayah di Indonesia serta dengan adanya keragaman latar tersebut dan adanya pandemic Covid-19 di Indonesia membuat karyawan merasa tidak aman terhadap pekerjaannya dan pentingnya kepercayaan organisasi terhadap keterikatan karyawan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dengan cara menyebarkan kuesioner kepada 104 responden pegawai PT XYZ yang berstatus karyawan tetap dan memiliki pengalaman minimal 1 tahun. Analisis data menggunakan analisis *Structural Equation Modeling* (SEM PLS) menggunakan aplikasi SmartPLS 3.2.9. Hasil menunjukkan bahwa *diversity management* berpengaruh positif dan signifikan terhadap *employee engagement*, dan *organizational trust*. *Job insecurity* berpengaruh negatif dan signifikan terhadap *employee engagement*. *organizational trust* dapat memediasi hubungan *diversity management* terhadap *employee engagement*. *Diversity management* memiliki pengaruh negatif dan tidak signifikan terhadap *job insecurity*, dan *job insecurity* tidak dapat memediasi hubungan *diversity management* terhadap *employee engagement*.

Referensi: 45 (1984-2021)

Kata Kunci: Manajemen Keragaman, Keterikatan Karyawan, Kepercayaan Organisasi, Ketidakamanan Kerja.

ABSTRACT

Dhia Rahminingtyas (01015200050)

ANALYSIS OF THE INFLUENCE OF DIVERSITY MANAGEMENT ON EMPLOYEE ENGAGEMENT MEDIATED ORGANIZATIONAL TRUST AND JOB INSECURITY AT PT. XYZ

(xiv + 112 Pages; 8 Pictures, 21 Tables)

The purpose of this study is to find out more about the influence of diversity management, organizational trust, job insecurity on employee engagement at PT XYZ. This is motivated by the diversity of employee backgrounds in PT XYZ as a subsidiary of a multinational company and has several branches in several regions in Indonesia and by the diversity of these backgrounds and the Covid-19 pandemic in Indonesia makes employees feel insecure about their work and the importance of organizational trust in employee attachment. This study uses a quantitative approach with survey method by distributing questionnaires to 104 respondents of PT XYZ employees who are permanent employees and have at least 1 year experience. Data analysis using Structural Equation Modeling (SEM PLS) analysis using SmartPLS 3.2.9 application. The results show that diversity management has a positive and significant effect on employee engagement, and organizational trust. Job insecurity has a negative and significant impact on employee engagement. organizational trust can mediate diversity management relationships to employee engagement. Diversity management has a negative and insignificant influence on job insecurity, and job insecurity cannot mediate the relationship of diversity management to employee engagement.

Reference: 45 (1984-2021)

Keyword: Diversity Management, Employee Engagement, Organizational Trust, Job Insecurity