

ABSTRAK

PENGARUH KOMPENSASI, KOMUNIKASI INTERNAL DAN *WORK-LIFE BALANCE* TERHADAP *EMPLOYEE ENGAGEMENT* SERTA DAMPAKNYA TERHADAP KINERJA KARYAWAN

(Survei Terhadap Persepsi Karyawan Perbankan Swasta di Kota Serang)

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Penelitian ini bertujuan untuk mengetahui pengaruh dari kompensasi, komunikasi internal dan *work-life balance* terhadap *employee engagement* serta dampaknya terhadap kinerja karyawan perbankan swasta di Kota Serang, penelitian ini dilatarbelakangi oleh masalah rendahnya tingkat *employee engagement* dan kinerja karyawan yang masih belum optimal, hal ini diduga disebabkan oleh kompensasi, komunikasi internal dan *work-life balance*.

Metode yang digunakan dalam penelitian ini adalah analisis *kuantitatif*, dengan desain penelitian deskriptif dan kausal. Pengukuran setiap variabel dilakukan dengan menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya, kemudian dilakukan uji asumsi klasik dan analisis data dengan teknik analisis jalur (*path analysis*) untuk menguji hipotesis penelitian. Populasi penelitian ini adalah seluruh karyawan pada tiga perusahaan perbankan swasta di Kota Serang yang berjumlah 148 orang, dimana peneliti hanya mengambil 108 orang untuk dijadikan sampel dalam penelitian ini.

Penelitian ini menghasilkan beberapa temuan antara lain: tingkat kompensasi dan komunikasi internal berpengaruh positif terhadap tingkat *employee engagement*, tingkat *work-life balance* tidak berpengaruh positif terhadap tingkat *employee engagement*. Kemudian tingkat kompensasi dan *employee engagement* berpengaruh positif terhadap tingkat kinerja karyawan, tingkat komunikasi internal dan *work-life balance* tidak berpengaruh positif terhadap tingkat kinerja karyawan.

Berdasarkan temuan hasil penelitian tersebut, direkomendasikan agar perusahaan melakukan tindakan manajemen yang dapat meningkatkan *employee engagement* dan kinerja karyawan. Perusahaan juga diharapkan dapat memperbaiki serta meningkatkan kompensasi, komunikasi internal, *work-life balance*, *employee engagement* dan kinerja karyawan agar tujuan perusahaan dapat tercapai.

Kata kunci :Kompensasi, Komunikasi Internal, *Work-life Balance*, *Employee Engagement*, dan Kinerja Karyawan.

Urika, 2016

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ABSTRACT
**THE INFLUENCE OF COMPENSATION, INTERNAL COMMUNICATIONS
AND WORK-LIFE BALANCE OF EMPLOYEE ENGAGEMENT AND ITS
IMPACT ON THE PERFORMANCE OF EMPLOYEES**

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This study aims to determine the influence of compensation, internal communication and *work-life balance* on *employee engagement* and their impact on employee performance private banking in Serang city, this research is motivated by the problem of low levels of *employee engagement* and employee performance is still not optimal, it is suspected caused by compensation, internal communication and *work-life balance*.

The method used in this research is quantitative analysis, research design descriptive and causal. Measurement of each variable is done by using a questionnaire that had been tested for validity and reliability, then performed classical assumption and data analysis techniques path analysis (path analysis) to examine the research hypothesis. The study population was all employees at three private banking company in Serang city, amounting to 148 people, where researchers only took 108 people to be sampled in this study.

This study resulted in several findings, among others: the level of compensation and internal communications positive effect on the level of *employee engagement*, the level of *work-life balance* is not a positive influence on the level of *employee engagement*. Then the level of compensation and *employee engagement* positively affects employee performance level, the level of internal communication and *work-life balance* is not a positive influence on the level of employee performance.

Based on the research findings, it is recommended that the company take action to improve the management of *employee engagement* and employee performance. The company is also expected to improve and enhance the compensation, internal communication, *work-life balance*, *employee engagement* and performance of employees so that the company's goals can be achieved.

Keywords: Compensation, Internal Communication, *Work-Life Balance*, *Employee Engagement* and Performance Employees.

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