

ABSTRAK

Sofiyah, (1602843), **Pengaruh Kepuasan Kerja Dan *Organizational Citizenship Behavior* (OCB) Terhadap *Employee Engagement* Serta Implikasinya Terhadap Kinerja Karyawan (Studi Pada Karyawan Hotel Bintang 3 di Kabupaten Sumedang)**, dibimbing oleh : Prof. Dr. H. Eeng Ahman, M.Si. dan Dr. H. Syamsul Hadi Senen, M.M.

Sumber daya manusia merupakan pelaksana kegiatan produksi dalam mencapai tujuan perusahaan ditentukan oleh kualitas sumber daya manusia yang berperan penting dalam kegiatan operasional perusahaan. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kepuasan kerja dan *organizational citizenship behavior* (OCB) terhadap *employee engagement* serta implikasinya terhadap kinerja karyawan (studi pada karyawan Hotel Bintang 3 di Kabupaten Sumedang). Metode penelitian yang digunakan adalah analisis deskriptif dan verifikatif dengan teknik analisis data menggunakan *path analysis* (analisis jalur). Pengumpulan data yang digunakan adalah wawancara dengan menggunakan kuesioner disertai dengan teknik observasi dan kepustakaan, dan dengan sample penelitian sebanyak 154 responden. Hasil analisis deskriptif menunjukkan bahwa secara umum tingkat kepuasan kerja dan *organizational citizenship behavior* cenderung tinggi begitu juga tingkat *employee engagement* dan kinerja karyawan masuk dalam kategori tinggi. Hasil analisis verifikatif menunjukkan bahwa terdapat pengaruh positif tingkat kepuasan kerja dan *organizational citizenship behavior* terhadap *employee engagement* dan kinerja karyawan, dan terdapat pengaruh positif tingkat *employee engagement* terhadap kinerja karyawan pada Hotel Bintang 3 Kabupaten Sumedang.

Kata Kunci: Kepuasan Kerja, *Organizational Citizenship Behavior* (OCB), *Employee Engagement*, Kinerja Karyawan

ABSTRACT

Sofiyah, (1602843), *The Effect of Job Satisfaction and Organizational Citizenship Behavior (OCB) on Employee Engagement and Its Implications on Employee Performance (Study of 3-Star Hotel Employees in Sumedang Regency)*, guided by Prof. Dr. H. Eeng Ahman, M.Si. and Dr. H. Syamsul Hadi Senen, M.M.

Human resources are the executors of production activities in achieving company goals determined by the quality of human resources that play an important role in the company's operational activities. This study aims to determine and analyze the effect of job satisfaction and organizational citizenship behavior (OCB) on employee engagement and its implications for employee performance (studies on 3-star hotel employees in Sumedang Regency). The research method used is descriptive and verificative analysis. The data analysis technique used is path analysis. Data collection method used was interview using a questionnaire accompanied by observation and literature techniques, and with a sample of 154 respondents. The results of the descriptive analysis show that in general the level of job satisfaction and organizational citizenship behavior tends to be high. The level of employee engagement and employee performance is also in the high category. The results of the verificative analysis show that there is a positive influence on the level of job satisfaction and organizational citizenship behavior on employee engagement and employee performance, and there is a positive influence on the level of employee engagement on employee performance in the 3 Star Hotels in Sumedang Regency.

Keywords: *Job Satisfaction, Organizational Citizenship Behavior (OCB), Employee Engagement, Employee Performance*