

## **ABSTRACT**

### ***THE EFFECT OF ORGANIZATIONAL CULTURE AND SELF-EFFICACY ON EMPLOYEE ENGAEGEMENT***

*(Research on Non-Managerial Employees of PERUMDA Air Minum Tirta  
Sukapura Central Office)*

*By:*

**Zarra Marthazia Deiskha**

NIM. 203402202

*Guide I* : Dian Kurniawan

*Guide II* : Vivi Indah Bintari

*The purpose of this study was to determine the extent of the influence of organizational culture and self-efficacy on employee engagement with non-managerial employees of PERUMDA Air Minum Tirta Sukapura Pusat as research subjects. The research method used was the survey method, while the sampling technique used the saturated sample method where all parts of the population were sampled with a total sample of 47 respondents. The data collection technique used for primary data was carried out through questionnaires and interviews, secondary data was obtained from literature reviews and other relevant parties. The analysis tool used multiple linear regression analysis. The results of the study showed that (1) organizational culture and self-efficacy had a significant effect on employee engagement. (2) organizational culture had a significant effect on employee engagement. (3) self-efficacy had a significant effect on employee engagement.*

***Keyword: organizational culture, self-efficacy, employee engagement.***

## **ABSTRAK**

### **PENGARUHBUDAYA ORGANISASIDAN *SELF-EFFICACY* TERHADAP *EMPLOYEE ENGAGEMENT***

(Suatu Penelitian Pada Karyawan Non Manajerial PERUMDA Air Minum Tirta  
Sukapura Pusat)

Oleh:

**Zarra Marthazia Deiskha**

NIM. 203402202

Pembimbing I : Dian Kurniawan

Pembimbing II : Vivi Indah Bintari

Tujuan dari penelitian ini untuk mengetahui besarnya pengaruh budaya organisasi dan *self-efficacy* terhadap *employee engagement* dengan subjek penelitian karyawan non manajerial PERUMDA Air Minum Tirta Sukapura pusat. Metode penelitian yang digunakan adalah metode survey, sedangkan teknik penarikan sampel menggunakan metode sampel jenuh dimana semua bagian populasi dijadikan sampel dengan jumlah sampel penelitian 47 responden. Teknik pengumpulan data yang digunakan untuk data primer dilakukan melalui kuesioner dan wawancara, data sekunder diperoleh dari kajian pustaka dan pihak lain yang relevan Alat analisis menggunakan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa (1) budaya organisasi dan *self-efficacy* berpengaruh signifikan terhadap *employee engagement*. (2) budaya organisasi berpengaruh signifikan terhadap *employee engagement*. (3) *self-efficacy* berpengaruh signifikan terhadap *employee engagement*.

**Kata kunci:** budaya organisasi, *self-efficacy*, *employee engagement*