

ABSTRAK
**PENGARUH *RELATIONSHIP MANAGEMENT* DAN
EMPLOYEE ENGAGEMENT TERHADAP
*EMPLOYEE PERFORMANCE***

(Studi Kasus Pada Karyawan Makmur Abadi Kabupaten Tasikmalaya)

Oleh:
Pani Andini
21340211022

Pembimbing 1 : Gusti Tia Ardiani
Pembimbing 2 : Dian Kurniawan

Tujuan penelitian ini untuk mengetahui besarnya pengaruh *relationship management* dan *employee engagement* terhadap *employee performance* pada Karyawan Makmur Abadi (Produsen Karpet Quilting). Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif, sedangkan teknik penarikan sampel menggunakan metode sensus atau jenuh. Adapun teknik pengumpulan data dilakukan melalui kuesioner. Alat analisis menggunakan analisis jalur dengan menggunakan perangkat lunak SPSS 26. Hasil penelitian menunjukkan bahwa *relationship management* dan *employee engagement* berpengaruh positif signifikan terhadap *employee performance*. Implikasi dari temuan ini menunjukkan bahwa perusahaan perlu memperkuat *relationship management* dan meningkatkan *employee engagement* guna mendorong peningkatan *employee performance* secara optimal.

Kata Kunci : manajemen hubungan, keterlibatan karyawan, kinerja karyawan

ABSTRACT
***THE EFFECT OF RELATIONSHIP MANAGEMENT
AND EMPLOYEE ENGAGEMENT ON EMPLOYEE
PERFORMANCE***

(A Study on Employees of Makmur Abadi in Tasikmalaya Regency)

**By :
Pani Andini
21340211022**

**Guide 1 : Gusti Tia Ardiani
Guide 2 : Dian Kurniawan**

The purpose of this study was to determine the extent of the effect of relationship management and employee engagement on employee performance at Makmur Abadi (Quilting Carpet Manufacturer). The research method used was a survey method with a quantitative approach, while the sampling technique applied was the census or saturated sampling method. Data collection was conducted through questionnaires. The analytical tool used was path analysis with SPSS 26 software. The results of the study showed that relationship management and employee engagement had a significant positive effect on employee performance. The implication of these findings suggested that the company needed to strengthen the relationship management and enhance employee engagement to optimally improve employee performance.

Keywords : *relationship management, employee engagement, employee performance*