

ABSTRACT

THE INFLUENCE OF PERCEIVED ORGANIZATIONAL SUPPORT AND SELF EFFICACY ON EMPLOYEE ENGAGEMENT

(Research on Sales & Marketing Employees

Yamaha Deta Berlian Tasikmalaya)

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The objectives of this research was to determine and analyze Perceived Organizational Support and Self-Efficacy on Employee Engagement in Sales & Marketing Employees of Yamaha Deta Berlian Tasikmalaya. As well as the influence of perceived organizational support and self-efficacy on employee engagement in sales & marketing employees of Yamaha Deta Berlian Tasikmalaya. The research method used in this study is a survey method, while the type of data used in this study is primary data. This study was the sales & marketing employees of Yamaha Deta Berlian Tasikmalaya, with a sampling technique using a saturated sample method or census to as many as 30 employees. The data analysis technique used is path analysis. The results of the study explain that Perceived Organizational Support and Self-Efficacy on Employee Engagement in Sales & Marketing Employees of Yamaha Deta Berlian Tasikmalaya are included in the good category. The results of the study also prove that perceived organizational support and self-efficacy influence employee engagement in Sales & Marketing Employees of Yamaha Deta Berlian Tasikmalaya.

Keywords: Perceived Organizational Support, Self-Efficacy, Employee Engagement.

ABSTRAK

PENGARUH *PERCEIVED ORGANIZATIONAL SUPPORT* DAN *SELF EFFICACY* TERHADAP *EMPLOYEE ENGAGEMENT*

(Penelitian Pada Karyawan Bagian *Sales & Marketing*
Yamaha Deta Berlian Tasikmalaya)

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis *Perceived Organizational Support* dan *Self-Efficacy* terhadap *Employee Engagement* Pada Karyawan Bagian *Sales & Marketing* Yamaha Deta Berlian Tasikmalaya. Serta pengaruh *perceived organizational support* dan *self-efficacy* terhadap *employee engagement* pada karyawan bagian *sales & marketing* Yamaha Deta Berlian Tasikmalaya. Metode penelitian yang digunakan dalam penelitian ini adalah metode survei, sedangkan jenis data yang digunakan dalam penelitian ini adalah data primer. Penelitian ini adalah karyawan bagian *sales & marketing* Yamaha Deta Berlian Tasikmalaya, dengan teknik penarikan sampel menggunakan metode sampel jenuh atau sensus kepada sebanyak 30 Karyawan. Teknik analisis data yang digunakan adalah analisis jalur (*path analisis*). Hasil penelitian menjelaskan bahwa *Perceived Organizational Support* dan *Self-Efficacy* terhadap *Employee Engagement* Pada Karyawan Bagian *Sales & Marketing* Yamaha Deta Berlian Tasikmalaya termasuk dalam kategori baik. Hasil penelitian juga membuktikan bahwa *perceived organizational support* dan *self-efficacy* berpengaruh terhadap *employee engagement* pada Karyawan Bagian *Sales & Marketing* Yamaha Deta Berlian Tasikmalaya.

Kata Kunci: *Perceived Organizational Support, Self-Efficacy, Employee Engagement.*