

ABSTRAK

Rusdiah, *Quality Of Work Life* dan *Employee Engagement* terhadap *Organizational Commitment* Anita Phoneshop Baturaja, dibawah bimbingan Noviansyah, S.E.,M.Si sebagai pembimbing 1 dan M. Mardiansyah, SE.,M.Si. sebagai pembimbing 2. Penelitian ini bertujuan untuk melihat pengaruh *Quality Of Work Life* dan *Employee Engagement* terhadap *Organizational Commitment*. Penelitian ini mengambil sampel sebanyak 53 karyawan Anita Phoneshop Baturaja. Berdasarkan hasil analisis data dengan menggunakan hitungan *regresi linear berganda* bahwa hasil penelitian menunjukkan nilai *koefisien determinasi* (R^2) yang diperoleh untuk *Quality Of Work Life* ($X1$) dan *Employee Engagement* ($X2$) sebesar 0,702. Hal ini berarti pengaruh *Quality Of Work Life* dan *Employee Engagement* terhadap *Organizational Commitment* memberikan kontribusi sebesar 70,1% sedangkan sisanya 29,9% dipengaruhi oleh variabel lain yaitu motivasi, *turnover intention*, kepuasan kerja, pengembangan karir dan lain-lain (Mowday, dalam Yusuf dan Syarif, 2017:35). Sedangkan hasil pengujian secara parsial dan simultan menunjukkan bahwa terdapat pengaruh yang signifikan antara *Quality Of Work Life* dan *Employee Engagement* terhadap *Organizational Commitment* Anita Phoneshop Baturaja

Kata Kunci: *Quality Of Work Life, Employee Engagement, Organizational Commitment.*

ABSTRACT

Rusdiah, *Quality Of Work Life and Employees' Engagement to Organizational Commitment at Anita PhoneshopBaturaja*, under the guidance of Noviansyah, S.E., M.Si as and M. Mardiansyah, SE., M.Si. This study aims to see the influence of *Quality of Work Life and Employees' Engagement to Organizational Commitment*. This study took a sample of 53 employees of Anita PhoneshopBaturaja. Based on the results of data analysis using multiple linear regression, the results show that the coefficient of determination (R^2) obtained for *Quality Of Work Life (X1) and Employees' Engagement (X2)* is 0.702. This means that the influence of *Quality of Work Life and Employees' Engagement* on *Organizational Commitment* contributes 70.1% while the remaining 29.9% is influenced by other variables, namely motivation, turnover intention, job satisfaction, career development and others (Mowday, in Yusuf and Sharif, 2017:35). While the partial and simultaneous test results show that there is a significant influence between *Quality of Work Life and Employee s'Engagement* on *Anita PhoneshopBaturaja's Organizational Commitment*.

Keywords: *Quality Of Work Life, Employees' Engagement, Organizational Commitment.*

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