ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara reputasi perushaan dengan *work engagement* pada karyawan generasi milenial di *coffeeshop* Kota Yogyakarta. Hipotesis penelitian adalah terdapat hubungan positif antara reputasi perusahaan dengan *work engagement* pada karywan generasi milenial di *coffeeshop* Kota Yogyakarta. Subjek dalam penelitian berjumlah 62 responden yang merupakan barista di *coffeeshop* Kota Yogyakarta yang bekerja selama lebih dari 1 tahun. Teknik pengambilan sampel yang digunakan adalah metode *purposive sampling* dengan menggunakan *Skala Likert* yaitu skala reputasi perusahaan dan skala *work engagement.* Data yang telah diperoleh dianalisis menggunakan uji korelasi *product moment.* Berdasarkan hasil analis data diperoleh koefisien korelasi (R) sebesar 0,535 dengan p = 0,000 (p < 0,050). Hasil penelitian menunjukkan bahwa terdapat hubungan positif antara reputasi perusahaan dengan *work engagement.* Diterimanya hipotesis penelitian menunjukkan bahwa koefisien koefisien determinasi (R^2) sebesar 0,287 pada variabel reputasi perusahaan menunjukkan kontribusi 28,7% terhadap *work engagement.*

Kata kunci : reputasi perusahaan, *work engagement*, milenial, *coffee shop*

ABSTRACT

This study aims to determine the relationship between company reputation and work engagement for millennial employees at a coffee shop in Yogyakarta City. The research hypothesis is that there is a positive relationship between company reputation and work engagement for millennial generation employees at coffee shops in Yogyakarta City. Subjects in the study found 62 respondents who are baristas in a coffee shop in the city of Yogyakarta who has worked for more than 1 year. The sampling technique used is the purposive sampling method using a Likert scale, namely the company reputation scale and work engagement scale. The data obtained were analyzed using the product-moment correlation test. Results Based on the analysis data obtained a correlation coefficient (R) of 0.535 with p = 0.000 (p < 0.050). The results showed that there was a positive relationship between company reputation and job involvement. The acceptance of the research hypothesis shows that the coefficient of determination (R2) of 0.287 on the company reputation variable shows a 28.7% contribution to work involvement.

Keywords *: company reputation, work engagement. Millenial, coffee shop*