

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara persepsi budaya organisasi dan *employee engagement* pada karyawan PT. Waroeng Steak Indonesia di Yogyakarta. Hipotesis yang diajukan adalah terdapat hubungan positif antara persepsi budaya organisasi dan *employee engagement*. Penelitian ini melibatkan 80 responden dengan teknik pengumpulan data menggunakan skala persepsi budaya organisasi dan *employee engagement*. Data dianalisis menggunakan statistik deskriptif, uji normalitas, linearitas, korelasi Pearson, dan regresi linear sederhana. Hasil penelitian menunjukkan bahwa data berdistribusi normal dan memiliki hubungan linear. Hasil korelasi menunjukkan hubungan positif yang signifikan ($r = 0,475$, $p < 0,01$), dan analisis regresi menunjukkan bahwa persepsi budaya organisasi berpengaruh positif terhadap *employee engagement* ($\beta = 0,322$, $p < 0,01$). Temuan ini mendukung teori bahwa budaya organisasi yang dipersepsi secara positif mendorong semangat, dedikasi, dan keterlibatan penuh karyawan dalam pekerjaan. Penelitian ini merekomendasikan pentingnya penguatan budaya organisasi sebagai strategi meningkatkan keterlibatan karyawan.

Kata kunci: budaya organisasi, *employee engagement*, persepsi karyawan

ABSTRACT

This study aims to examine the relationship between organizational culture perception and employee engagement among employees of PT. Waroeng Steak Indonesia in Yogyakarta. The proposed hypothesis states that there is a positive relationship between organizational culture perception and employee engagement. The study involved 80 participants, and data were collected using organizational culture perception and employee engagement scales. Data were analyzed using descriptive statistics, normality and linearity tests, Pearson correlation, and simple linear regression. The results showed that the data were normally distributed and had a linear relationship. The correlation test indicated a significant positive relationship ($r = 0.475$, $p < 0.01$), and regression analysis showed that organizational culture perception positively influenced employee engagement ($\beta = 0.322$, $p < 0.01$). These findings support the theory that a positively perceived organizational culture fosters employee vigor, dedication, and full engagement at work. This study recommends strengthening organizational culture as a strategic approach to enhance employee engagement.

Keywords: *employee engagement, organizational culture, employee percepti*