ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara persepsi budaya organisasi dengan *employee engagement* pada karyawan CV Makmur Mendunia. Sampel penelitian berjumlah 50 karyawan. Pengumpulan data dilakukan menggunakan skala persepsi budaya organisasi dan skala *employee engagement*, sedangkan analisis data menggunakan uji korelasi *Pearson Product Moment*. Hasil penelitian menunjukkan bahwa terdapat hubungan positif dan signifikan antara persepsi budaya organisasi dengan *employee engagement* ($r = 0{,}304$; $p = 0{,}032 < 0{,}05$), yang berarti semakin positif persepsi karyawan terhadap budaya organisasi, maka semakin tinggi tingkat *employee engagement* yang dimiliki. Koefisien determinasi ($R^2 = 0{,}092$) menunjukkan bahwa persepsi budaya organisasi memberikan kontribusi sebesar 9,2% terhadap *employee engagement*, sedangkan 90,8% dipengaruhi oleh faktor lain di luar penelitian. Hasil kategorisasi juga menunjukkan bahwa sebagian besar responden memiliki tingkat persepsi budaya organisasi dan *employee engagement* pada kategori sedang. Dengan demikian, dapat disimpulkan bahwa hipotesis penelitian diterima, yaitu terdapat hubungan positif yang signifikan antara persepsi budaya organisasi dengan *employee engagement* pada karyawan CV Makmur Mendunia.

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

ABSTRACT

This study aimed to examine the relationship between employees' perceptions of organizational culture and employee engagement among employees of CV Makmur Mendunia. The participants consisted of 50 employees of CV Makmur Mendunia. Data were collected using the Organizational Culture Perception Scale and the Employee Engagement Scale, and were analyzed using descriptive statistics and the Pearson Product-Moment correlation test. The results showed a positive and significant relationship between employees' perceptions of organizational culture and employee engagement ($r = 0.304$, $p = 0.032 < 0.05$), indicating that the more positive employees' perceptions of organizational culture, the higher their level of employee engagement. The coefficient of determination ($R^2 = 0.092$) indicated that perceptions of organizational culture contributed 9.2% to employee engagement, while the remaining 90.8% was influenced by factors outside the scope of this study. Therefore, it can be concluded that there is a positive and significant relationship between employees' perceptions of organizational culture and employee engagement among employees of CV Makmur Mendunia.

Keywords: *employees*, *employee engagement, organizational culture perception*