

ABSTRAK

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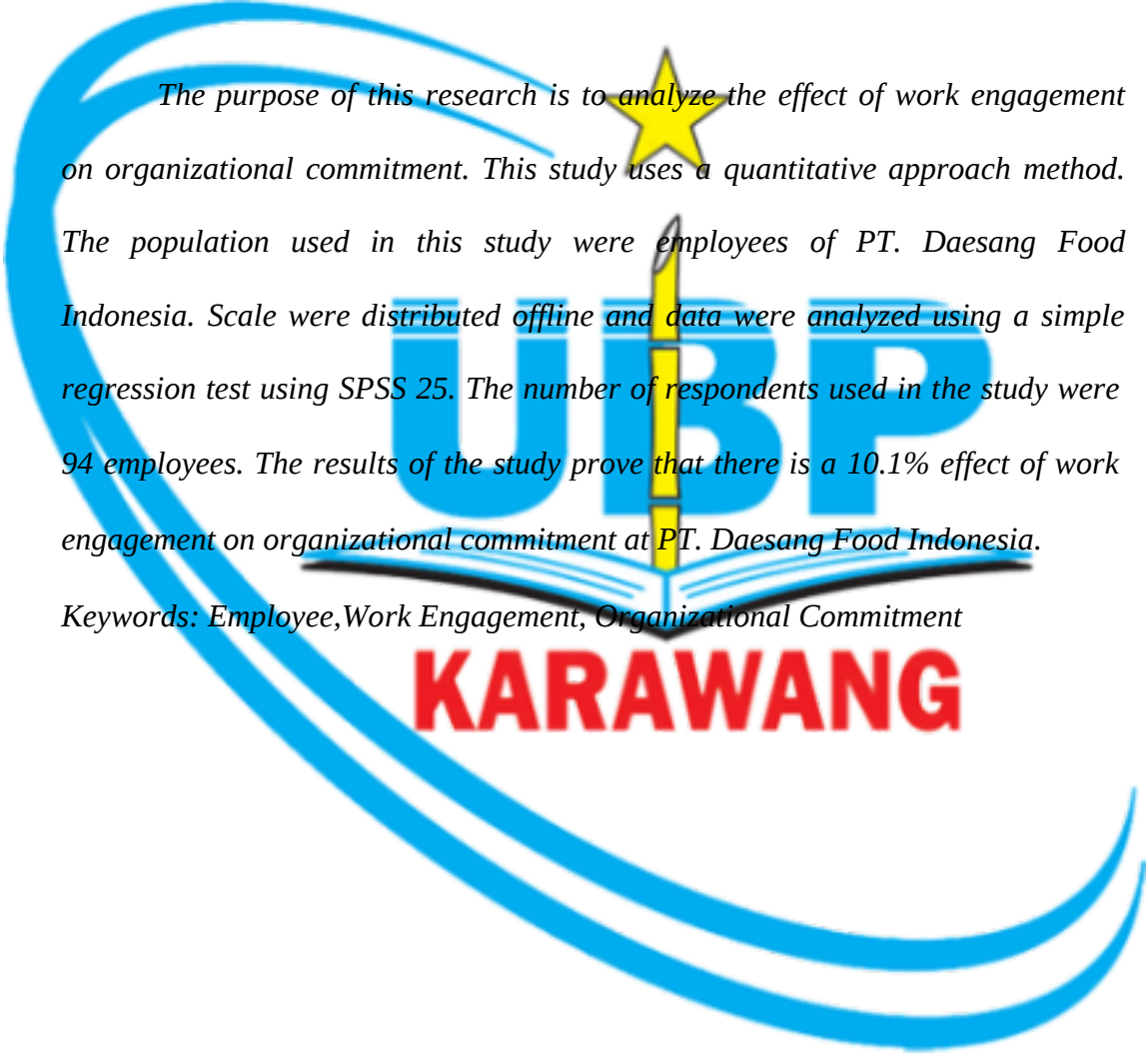
Tujuan dari penelitian ini adalah untuk menganalisa pengaruh *work engagement* terhadap komitmen organisasi. Penelitian ini menggunakan metode pendekatan kuantitatif. Populasi yang digunakan dalam penelitian adalah karyawan PT. Daesang Food Indonesia. Skala disebar secara *offline* dan data di analisis dengan uji regresi sederhana menggunakan SPSS 25. Jumlah responden yang digunakan dalam penelitian adalah 94 karyawan. Hasil penelitian membuktikan bahwa terdapat pengaruh *work engagement* sebesar 10,1% terhadap komitmen organisasi pada karyawan PT. Daesang Food Indonesia.

Kata kunci: Karyawan, *Work Engagement*, Komitmen Organisasi

ABSTRACT

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The logo of Buana Perjuangan Karawang University (UBBP Karawang) is a large, stylized graphic. It features a blue swoosh that curves around the text. In the center, there is a yellow star above a yellow pencil, which is positioned over an open book. The letters 'UBBP' are written in large, blue, bold font, and 'KARAWANG' is written in red, bold font below it.

The purpose of this research is to analyze the effect of work engagement on organizational commitment. This study uses a quantitative approach method. The population used in this study were employees of PT. Daesang Food Indonesia. Scale were distributed offline and data were analyzed using a simple regression test using SPSS 25. The number of respondents used in the study were 94 employees. The results of the study prove that there is a 10.1% effect of work engagement on organizational commitment at PT. Daesang Food Indonesia.

Keywords: Employee, Work Engagement, Organizational Commitment