

ABSTRAK

**PENGARUH CHANGE-ORIENTED, PRODUCTION-ORIENTED DAN
EMPLOYEE-ORIENTED LEADERSHIP TERHADAP EMPLOYEE
ENGAGEMENT DENGAN DIMODERASI OLEH
COMMUNICATOR COMPETENCE**

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Penelitian ini bertujuan untuk mengetahui pengaruh *leadership style* terhadap *employee engagement* dengan moderasi *communicator competence*. Penelitian ini merupakan penelitian eksplanatori dengan menggunakan pendekatan kuantitatif. Instrument yang digunakan dalam penelitian ini adalah kuesioner, yang disebarakan kepada karyawan non-manajerial Museum Benteng Vredenburg Yogyakarta. Teknik pengambilan sampel dalam penelitian ini adalah dengan cara *purposive sampling*. Data penelitian dianalisis menggunakan SEM-PLS (*Partial Least Squares-Structural Equation Modeling*) dengan Warp PLS 3.0 yang terdiri atas dua sub model yaitu model pengukuran (*Measurement model*) atau *outer model* dan model struktural (*Structural model*) atau *Inner model*. Hasil penelitian menunjukkan bahwa : Pertama, *change-oriented leadership* tidak berpengaruh terhadap *employee engagement*. Kedua, *communicator competence* memoderasi pengaruh *change-oriented leadership* terhadap *employee engagement*. Ketiga, *production-oriented leadership* berpengaruh positif terhadap *employee engagement*. Keempat, *communicator competence* tidak memoderasi pengaruh *production-oriented leadership* terhadap *employee engagement*. Kelima, *employee-oriented leadership* tidak berpengaruh terhadap *employee engagement*. Keenam, *communicator competence* tidak memoderasi pengaruh *employee-oriented leadership* terhadap *employee engagement*.

Kata Kunci : *Employee Engagement, Communicator Competence, Change-oriented Leadership, Production-oriented Leadership dan Employee-oriented Leadership*

ABSTRACT

THE INFLUENCE OF CHANGE-ORIENTED, PRODUCTION-ORIENTED AND EMPLOYEE-ORIENTED LEADERSHIP ON EMPLOYEE ENGAGEMENT WITH MODERATION OF COMMUNICATOR COMPETENCE

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This study aims to determine the influence of leadership style on employee engagement with communicator competence as moderation variable. This research is an explanatory research using quantitative approach. The instrument used in this study is a questionnaire, which is distributed to non-managerial employees of Yogyakarta Vredeborg Museum. Sampling technique in this research is purposive sampling technique. The research data was analyzed using SEM-PLS (Partial Least Squares-Structural Equation Modeling) with Warp PLS 3.0 consisting of two sub models namely Measurement Model or Outer Model and Structural Model or Inner Model. The results show that: first, change-oriented leadership has no effect on employee engagement. Second, the competence communicator moderates the effect of change-oriented leadership on employee engagement. Third, production-oriented leadership positively affects employee engagement. Fourth, the competence communicator does not moderate the effect of production-oriented leadership on employee engagement. Fifth, employee-oriented leadership has no effect on employee engagement. Sixth, competence communicator does not moderate employee oriented leadership influence on employee engagement.

Keywords: Employee Engagement, Communicator Competence, Change-oriented Leadership, Production-oriented Leadership and Employee-oriented Leadership