

## TINJAUAN *EMPLOYEE ENGAGEMENT* BERDASARKAN *TWO FACTOR THEORY* (*MOTIVATION & HYGIENE FACTORS*)

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### ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan konsep motivasi *Two Factor Theory* dan *employee engagement* pada karyawan *customer service* dalam sebuah bank pemerintah daerah. Hipotesis penelitian ini adalah adanya hubungan positif antara kedua faktor motivasi dalam *Two Factor Theory* dan *employee engagement* pada karyawan *customer service*. Subjek dalam penelitian ini berjumlah 74 karyawan *customer service*. Alat ukur dalam penelitian ini menggunakan skala *Two Factor Theory* dan skala *employee engagement*. Pada skala *Two Factor Theory* terdiri dari 22 item dengan koefisien reliabilitas sebesar  $\alpha = 0,700$  dan skala *employee engagement* menghasilkan koefisien reliabilitas  $\alpha = 0,869$ . Pengujian hipotesis dilakukan menggunakan uji korelasi *Spearman's rho* dengan bantuan program *IBM SPSS versi 21*. Penelitian ini menghasilkan nilai korelasi *motivation factors* (intrinsik) sebesar  $r = 0,589$  dan nilai signifikansi  $p = 0,000$ . Kemudian, menghasilkan nilai korelasi *hygiene factors* (ekstrinsik) sebesar  $r = 0,408$  dan nilai signifikansi  $p = 0,000$ . Hasil ini menunjukkan adanya hubungan positif dan signifikan antara kedua faktor motivasi dan *employee engagement*. Hal tersebut menjelaskan bahwa semakin tinggi motivasi intrinsik dan ekstrinsik maka kecenderungan karyawan *customer service* untuk *engage* (terikat) semakin kuat.

Kata kunci : *employee engagement, Two Factor Theory, customer service, bank*

**THE REVIEW OF EMPLOYEE ENGAGEMENT BASED ON  
TWO FACTOR THEORY  
(MOTIVATION & HYGIENE FACTORS)**

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**ABSTRACT**

*The aim of the research is to know the relationship between the employee engagement and the motivation concept of Two Factor Theory in local bank's customer service staff. The hypothesis of this research shows that there are some positive relationship between them. The subject of the research is 74 employees of local bank's customer service staff. The scales that have been used in this research are two Two Factors Theory's scale and employee engagement scale. There are 22 items with coefficient reliability  $\alpha = 0,700$  in Two Factor Theory and  $\alpha = 0,869$  in employee engagement. The Spearman's rho correlation testing is being used for the hypothesis testing with the help of the IBM SPSS program version 21. This research result shows motivation factors correlation (intrinsic)  $r = 0,589$  and the significant value is  $p = 0,000$ . On the other hand, hygiene factors correlation (extrinsic)  $r = 0,589$  and the significant value  $p = 0,000$ . The conclusion is there is a significant positive relationship between both Two Factor Theory and employee engagement. It's also shows us the the higher value of intrinsic and extrinsic motivation give the local's bank customer service staff to have strong employee engagement.*

*Keywords : employee engagement, Two Factor Theory, customer service, bank*