

ABSTRAK

FAKTOR LEAD (LEADERSHIP, EMPOWERMENT, ALIGNMENT, DEVELOPMENT) DALAM MENINGKATKAN EMPLOYEE ENGAGEMENT STUDI PADA AICE GROUP HOLDING Pte.Ltd

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Penelitian ini bertujuan untuk mengetahui: 1) Pengaruh secara simultan *leadership, empowerment, alignment, development* dalam meningkatkan *employee engagement* studi pada Aice Group Holding Pte.Ltd., 2) Pengaruh secara parsial *leadership* dalam meningkatkan *employee engagement* studi pada Aice Group Holding Pte.Ltd., 3) Pengaruh secara parsial *empowerment* dalam meningkatkan *employee engagement* studi pada Aice Group Holding Pte.Ltd., 4) Pengaruh secara parsial *alignment* dalam meningkatkan *employee engagement* studi pada Aice Group Holding Pte.Ltd., 5) Pengaruh secara parsial *development* dalam meningkatkan *employee engagement* studi pada Aice Group Holding Pte.Ltd. Populasi dalam penelitian ini adalah karyawan di Aice Group Holding Pte.Ltd., sampel dalam penelitian ini adalah karyawan divisi produksi di Aice Group Holding Pte.Ltd. Teknik pengambilan sampel *non-probability sampling* dengan metode *convenience sampling*. Responden dalam penelitian diperoleh 172 karyawan dari divisi produksi di Aice Group Holding Pte.Ltd. Teknik analisis data yang digunakan yaitu regresi linear berganda dengan bantuan aplikasi IBM SPSS 27. Hasil penelitian menunjukkan bahwa: 1) *leadership, empowerment, alignment, development* secara simultan berpengaruh terhadap *employee engagement*, 2) *leadership* secara parsial tidak berpengaruh terhadap *employee engagement*, 3) *empowerment* secara parsial berpengaruh terhadap *employee engagement*, 4) *alignment* secara parsial berpengaruh terhadap *employee engagement*, 5) *development* secara parsial tidak berpengaruh terhadap *employee engagement*.

Kata Kunci : *Leadership, Empowerment, Alignment, Development, Employee engagement*

ABSTRACT

LEAD FACTORS (LEADERSHIP, EMPOWERMENT, ALIGNMENT, DEVELOPMENT) IN IMPROVING EMPLOYEE ENGAGEMENT A STUDY AT AICE GROUP HOLDING Pte. Ltd.

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This study aims to determine: 1) The simultaneous influence of leadership, empowerment, alignment, development in increasing employee engagement studies at Aice Group Holding Pte. Ltd., 2) The partial influence of leadership in increasing employee engagement studies at Aice Group Holding Pte. Ltd., 3) The partial influence of empowerment in increasing employee engagement studies at Aice Group Holding Pte. Ltd., 4) The partial influence of alignment in increasing employee engagement studies at Aice Group Holding Pte. Ltd., 5) The partial influence of development in increasing employee engagement studies at Aice Group Holding Pte. Ltd. The population in this study are employees at Aice Group Holding Pte. Ltd., the sample in this study are employees of the production division at Aice Group Holding Pte. Ltd. The sampling technique is non-probability sampling with the convenience sampling method. Respondents in the study were 172 employees from the production division at Aice Group Holding Pte.Ltd.. The data analysis technique used was multiple linear regression with the help of IBM SPSS 27. The results of the study indicate that: 1) leadership, empowerment, alignment, and development simultaneously influenced employee engagement, 2) leadership partially had no influenced on employee engagement, 3) empowerment partially influenced employee engagement, 4) alignment partially influenced employee engagement, and 5) development partially did not influence employee engagement.

Keywords: Leadership, Empowerment, Alignment, Development, Employee Engagement