

Abstrak

Perusahaan sebagai organisasi memiliki ketergantungan dengan individu yang ada didalam perusahaan itu sendiri. Karyawan sebagai individu dalam perusahaan merupakan bagian dari struktur organisasi yang memiliki peranan besar dalam menentukan tercapainya tujuan perusahaan. Dalam perspektif karyawan, sikap dan tindakan atasan langsung dapat meningkatkan *employee engagement* atau malah menciptakan suasana dimana seorang karyawan menjadi *disengaged* (merasa bukan bagian dari perusahaan/organisasi). Selain itu bagi karyawan *marketing*, umumnya penghargaan dan pengakuan dijadikan motivasi utama untuk meningkatkan kinerja mereka.

Untuk itu tujuan dari penelitian ini adalah untuk mengetahui peran persepsi dukungan pengawas, penghargaan dan pengakuan, *employee engagement* terhadap kinerja yang dimediasi oleh kepuasan kerja. Penelitian dilakukan dengan survei yang menggunakan kuesioner dimana responden yang digunakan sebanyak 170 karyawan *marketing* pada industri perbankan di Tangerang. Data dianalisis dengan menggunakan *Structural Equation Model* (SEM). Hasil penelitian menunjukkan terdapat hubungan antara penghargaan dan pengakuan terhadap *employee engagement*, terdapat hubungan antara penghargaan dan pengakuan terhadap kinerja, tidak terdapat hubungan antara persepsi dukungan pengawas terhadap kinerja. *Employee engagement* memediasi hubungan antara penghargaan dan pengakuan terhadap kepuasan kerja. Kepuasan kerja memediasi hubungan antara *employee engagement* terhadap kinerja. Namun *employee engagement* tidak memediasi hubungan antara persepsi dukungan pengawas terhadap kepuasan kerja.

Kata kunci: kinerja, kepuasan kerja, *employee engagement*, persepsi dukungan pengawas, penghargaan dan pengakuan, pemasaran internal.

Abstract

The company as an organization has a dependency with individuals within the company itself. Employees as individuals in the company are part of the organizational structure that has a major role in determining the achievement of company goals. In the perspective of employees, direct supervisor's attitudes and actions can increase employee engagement or even create an atmosphere where an employee becomes disengaged (feeling not part of the company / organization). In addition to marketing employees, rewards and recognition are generally used as the main motivation to improve their performance.

For this reason, the purpose of this study is to determine the role of perceived supervisor support, rewards and recognition, employee engagement on performance mediated by job satisfaction. The study was conducted with a survey using a questionnaire where respondents used 170 marketing employees in the banking industry in Tangerang. Data were analyzed using Structural Equation Model (SEM). The results showed there was a relationship between rewards and recognition of employee engagement, there was a relationship between rewards and recognition of performance, there was not a relationship between perceived supervisor support for performance. Employee engagement mediates the relationship between rewards and recognition of job satisfaction. Job satisfaction mediates the relationship between employee engagement on performance. But employee engagement does not mediate the relationship between perceived supervisor support and job satisfaction.

Keywords: performance, job satisfaction, employee engagement, perceived supervisor support, rewards and recognition, internal marketing

