

**PENGARUH *QUALITY OF WORK LIFE*, *REWARD* DAN
TRANSFORMATIONAL LEADERSHIP TERHADAP *EMPLOYEE*
ENGAGEMENT PT. RUMAH HARUM BLOOLAGOON VILLA
KARANGASEM**

ABSTRAK

Sumber daya manusia memiliki peranan penting sebagai roda penggerak perusahaan guna tercapainya suatu tujuan yang dimiliki oleh perusahaan. Oleh karena itu, untuk tercapai tujuan perusahaan maka dibutuhkan SDM yang proaktif, memiliki inisiatif, bertanggung jawab serta memiliki standar performansi yang tinggi dan juga berdedikasi, dengan kata lain perusahaan membutuhkan suatu karyawan yang *engaged*. Kebutuhan perusahaan akan karyawan yang *engaged* ternyata tidak selaras dengan kenyataan yang terjadi dalam dunia ketenagakerjaan saat ini. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *quality of work life*, *reward* dan *transformational leadership* terhadap *employee engagement* PT. Rumah Harum Bboolagoon Villa Karangasem.

Populasi dalam penelitian ini adalah seluruh karyawan pada PT. Rumah Harum Bboolagoon Villa. Jumlah populasi dalam penelitian ini sebanyak 33 orang, karena jumlah populasi kurang dari 100, maka seluruh karyawan diambil sebagai responden penelitian. Data dikumpulkan dengan menggunakan metode kuesioner, dan diukur dengan menggunakan skala likert. Analisis data menggunakan analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa *quality of work life*, *reward* dan *transformational leadership* berpengaruh positif dan signifikan terhadap *employee engagement*. Semakin baik *quality of work life*, *reward* dan *transformational leadership*, maka akan meningkatkan *employee engagement*. Atas hasil penelitian maka disarankan pihak perusahaan sebaiknya memberikan perhatian khusus untuk meningkatkan *quality of work life* karena terbukti variabel ini paling dominan pengaruhnya di antara variabel lainnya. Hal tersebut dapat dilakukan dengan mempertahankan *quality of work life* yang sudah berjalan serta diharapkan mampu meningkatkan keterlibatan karyawan dan produktivitas karyawan serta menciptakan kondisi untuk tumbuh dan berkembang dalam perusahaan.

Kata Kunci : *Quality of work life*, *reward*, *transformational leadership*, *employee engagement*.

**THE IMPACT OF QUALITY OF WORK LIFE, REWARD AND
TRANSFORMATIONAL LEADERSHIP ON EMPLOYEE ENGAGEMENT
AT PT. RUMAH HARUM BLOOLAGOON VILLA KARANGASEM**

ABSTRACT

Human resources have an important role as a driving force for the company to achieve its goals. Therefore, to achieve the company's goals, it requires human resources who are proactive, have initiative, responsible, have high performance standards and are also dedicated, in other words the company needs an engaged employee. The company's need for engaged employees is apparently not in line with the reality that is happening in the world of work today. The purpose of this study was to determine the effect of quality of work life, reward and transformational leadership on employee engagement at PT. Rumah Harum Bboolagoon Villa Karangasem.

The population in this study were all employees at PT. Rumah Harum Bboolagoon Villa. The population in this study were 33 people, because the population was less than 100, all employees were taken as research respondents. Data were collected using a questionnaire method, and measured using Likert scale. Data analysis used multiple linear regression analysis.

The results showed that quality of work life, reward and transformational leadership had a positive and significant effect on employee engagement. The better the quality of work life, reward and transformational leadership, the better employee engagement will be. Based on the research results, it is suggested that the company should pay special attention to improving quality of work life because it is proven that this variable has the most dominant influence among other variables. This can be done by maintaining the quality of work life that has been running and is expected to increase employee involvement and productivity as well as create conditions for growth and development within the company.

Key Words : Quality of work life, reward, transformational leadership, employee engagement.