

**PENGARUH *CAREER DEVELOPMENT* DAN *EMPLOYEE ENGAGEMENT* TERHADAP PRODUKTIVITAS KARYAWAN GEN Z DI WILAYAH YOGYAKARTA**

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**Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh *career development* dan *employee engagement* terhadap produktivitas karyawan gen z di wilayah Yogyakarta. Metode yang digunakan dalam penelitian ini untuk mengambil sampel menggunakan *purposive sampling* berjumlah 113 responden. Penelitian ini dirancang dengan pendekatan kuantitatif dan teknik pengumpulan data menggunakan data primer dengan menyebarkan kuesioner melalui *google form* yang telah diuji validitas dan reliabilitasnya. Analisis data yang digunakan dalam penelitian ini menggunakan analisis uji regresi linier berganda dengan bantuan program SPSS 25. Hasil dari penelitian ini *career development* berpengaruh positif dan signifikan terhadap produktivitas karyawan. *Employee engagement* berpengaruh positif dan signifikan terhadap produktivitas karyawan. *Career development* dan *employee engagement* secara bersama-sama berpengaruh positif dan signifikan terhadap produktivitas karyawan gen z di Yogyakarta.

**Kata Kunci:** *Career Development, Employee Engagement, Produktivitas*

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**THE EFFECT OF CAREER DEVELOPMENT AND EMPLOYEE  
ENGAGEMENT ON THE PRODUCTIVITY OF GEN Z EMPLOYEES  
IN YOGYAKARTA REGION**

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**Abstract**

*This study aims to determine the effect of career development and employee engagement on the productivity of Gen Z employees in the Yogyakarta region. The method used in this study to take samples using purposive sampling amounted to 113 respondents. This study was designed with a quantitative approach and data collection techniques using primary data by distributing questionnaires through the Google form which have been tested for validity and reliability. Data analysis used in this study used multiple linear regression analysis with the help of the SPSS 25 program. The results of this study career development have a positive and significant effect on employee productivity. Employee engagement has a positive and significant effect on employee productivity. Career development and employee engagement together have a positive and significant effect on the productivity of Gen Z employees in Yogyakarta.*

**Keyword:** *Career Development, Employee Engagement, Productivity*