

# **PENGARUH TRANSFORMATIONAL LEADERSHIP TERHADAP EMPLOYEE ENGAGEMENT DI PT NESIA PAN PASIFIC CLOTHING**

**Luthfia Ayu Widati  
Yanies Novira Soedarmadi**

Program Studi Psikologi  
Fakultas Bisnis & Humaniora  
Universitas Teknologi Yogyakarta  
Email: [luthfiaywida@gmail.com](mailto:luthfiaywida@gmail.com)

## **ABSTRAK**

*Tuntutan target yang diberikan perusahaan cenderung memberatkan karyawan yang mengakibatkan sebagian karyawan memilih untuk resign. Sehingga membutuhkan adanya employee engagement. Untuk tetap mempertahankan eksistensinya, maka dibutuhkan adanya gaya kepemimpinan transformasional leadership yang dapat meningkatkan employee engagement. Tujuan penelitian ini untuk mengetahui pengaruh transformational leadership, terhadap employee engagement di PT. Nesia Pan Pasifik Cloting. Penelitian ini menggunakan metode kuantitatif dengan subjek 100 orang karyawan yang bekerja di PT. Nesia Pan Pasifik Cloting, diambil dengan metode quota sampling. Data dikumpulkan menggunakan skala transformational leadership dan skala employee engagement, dianalisis menggunakan teknik regresi linier sederhana. Hasil penelitian menunjukkan bahwa employee engagement dipengaruhi transformational leadership, yang terdiri dari 4 aspek menurut Northouse (2013) yaitu pengaruh ideal atau kharisma, motivasi yang menginspirasi, rangsangan intelektual, pertimbangan yang di adaptasi selanjutnya untuk aspek yang mempengaruhi employee engagement menurut Schaufeli & Bakker (2004) terdiri dari 3 aspek yaitu vigor, dedication, dan absorption. Hasil uji hipotesis menggunakan teknik regresi linier sederhana memperoleh sebesar 0,000 ( $p < 0,05$ ), maka dapat dikatakan bahwa transformational leadership berpengaruh terhadap employee engagement. Besaran kontribusi pengaruh dari transformational leadership terhadap employee engagement berdasarkan nilai  $r^2$  adalah 0,173 atau 17,3%. Hal ini menunjukkan bahwa variabel employee engagement dipengaruhi oleh transformational leadership sebesar 17,3%, sisanya sebesar 82,7% dipengaruhi oleh variabel lain yang tidak diteliti pada penelitian ini.*

**Kata Kunci:** *Employee Engagement, Pengaruh, Transformational Leadership.*

# THE EFFECT OF TRANSFORMATIONAL LEADERSHIP ON EMPLOYEE ENGAGEMENT AT PT NESIA PAN PACIFIC CLOTTING

Luthfia Ayu Widati  
Yanies Novira Soedarmadi

Psychology Study Program  
Faculty of Business & Humanities  
University of Technology Yogyakarta  
Email: [luthfiaywida@gmail.com](mailto:luthfiaywida@gmail.com)

## ABSTRACT

*Target demands given by the company tend to be burdensome for employees which results in some employees choosing to resign. So it requires employee engagement. To maintain its existence, it is necessary to have a transformational leadership style that can increase employee engagement. The purpose of this study was to determine the effect of transformational leadership on employee engagement at PT. Nesia Pan Pacific Clotting. This study uses a quantitative method with 100 employees as subjects who work at PT. Nesia Pan Pacific Clotting, taken using the quota sampling method. Data were collected using the transformational leadership scale and employee engagement scale, analyzed using a simple linear regression technique. The results of the study show that employee engagement is influenced by transformational leadership, which consists of 4 aspects according to Northouse (2013) consisting of ideal influence or charisma, inspiring motivation, intellectual stimulation, consideration which is then adapted for aspects that affect employee engagement according to Schaufeli & Bakker (2004) consists of 3 aspects which are vigor, dedication, and absorption. The results of hypothesis testing using a simple linear regression technique obtained a value of 0.000 ( $p < 0.05$ ), so it can be said that transformational leadership has an effect on employee engagement. The magnitude of the contribution of transformational leadership on employee engagement based on the  $r$  squared value is 0.173 or 17.3%. This shows that the employee engagement variable is influenced by transformational leadership by 17.3%, the remaining 82.7% is influenced by other variables not examined in this study.*

**Keywords:** *Employee Engagement, Influence, Transformational Leadership*