

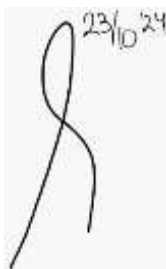
**PENGARUH *WORK ENGAGEMENT* DAN MOTIVASI KERJA  
TERHADAP PRODUKTIVITAS KERJA KARYAWAN GENERASI Z  
PADA *COFFEE SHOP* WILAYAH DAERAH ISTIMEWA YOGYAKARTA**

**Mila Karolina Sitepu**

**Abstrak**

Penelitian ini dilakukan bertujuan untuk mengetahui pengaruh *work engagement* terhadap produktivitas kerja karyawan, pengaruh motivasi kerja terhadap produktivitas kerja karyawan, serta pengaruh *work engagement* dan motivasi kerja terhadap produktivitas kerja karyawan generasi z pada *coffee shop* wilayah DIY. Data pada penelitian ini menggunakan data primer dan pendekatan yang dilakukan pada penelitian ini adalah kuantitatif dengan populasi yang dilakukan pada karyawan generasi z yang bekerja di *coffee shop* DIY dan sekitarnya, dengan teknik pengambilan sampel sebanyak 120 karyawan generasi z yang bekerja di *coffee shop* DIY. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis data yang dilakukan diantaranya statistic deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linear berganda, uji t, uji f, uji koefisien determinasi. Hasil uji penelitian menunjukkan bahwa *work engagement* dan motivasi kerja berpengaruh positif terhadap produktivitas kerja karyawan. Berdasarkan penelitian yang telah dilakukan *work engagement* memiliki pengaruh positif dan signifikan terhadap produktivitas kerja karyawan, motivasi kerja memiliki pengaruh positif dan signifikan terhadap produktivitas kerja karyawan, serta *work engagement* dan motivasi kerja secara simultan berpengaruh terhadap nilai produktivitas kerja karyawan generasi z pada *coffee shop* wilayah DIY.

**Kata Kunci:** *Work Engagement, Motivasi Kerja, Produktivitas Kerja Karyawan*



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**THE INFLUENCE OF WORK ENGAGEMENT AND WORK MOTIVATION  
ON THE WORK PRODUCTIVITY OF GENERATION Z EMPLOYEES IN  
COFFEE SHOPS IN THE SPECIAL REGION OF YOGYAKARTA**

***Mila Karolina Sitepu***

***Abstract***

*This study was conducted to determine the effect of work engagement on employee work productivity, the effect of work motivation on employee work productivity, and the effect of work engagement and work motivation on the work productivity of Generation Z employees in coffee shops in the DIY region. The data in this study uses primary data, and the approach taken in this study is quantitative with a population conducted on Generation Z employees who work in DIY coffee shops and surrounding areas, with a sampling technique of 120 Generation Z employees who work in DIY coffee shops. Data collection techniques using questionnaires that have been tested for validity and reliability. Data analysis includes descriptive statistics, validity tests, reliability tests, classical assumption tests, multiple linear regression tests, t-tests, f-tests, and coefficient of determination tests. The results of the research test show that work engagement and motivation positively affect employee productivity. Based on the research that has been done, work engagement has a positive and significant influence on employee work productivity, work motivation has a positive and significant influence on employee work productivity, and work engagement and work motivation simultaneously affect the value of work productivity of generation z employees in coffee shops in the DIY region.*

***Keywords:*** *Work Engagement, Work Motivation, Employee Productivity*