

**PENGARUH *WORK LIFE BALANCE*, *EMOTIONAL INTELLIGENCE*,
DAN BUDAYA ORGANISASI TERHADAP *EMPLOYEE ENGAGEMENT*
PERUSAHAAN PERS DI YOGYAKARTA**

Muhammad Shalimil Ayomi

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *work life balance*, *emotional intelligence*, dan budaya organisasi terhadap *employee engagement* pada karyawan perusahaan pers di Yogyakarta. Permasalahan keterlibatan karyawan (*employee engagement*) di industri pers menjadi tantangan serius, terutama di tengah disrupsi digital dan meningkatnya angka *turnover*. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada karyawan perusahaan pers di wilayah Yogyakarta. Teknik *sampling* yang digunakan adalah teknik *purposive sampling* dengan jumlah responden sebanyak 95 orang. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan uji validitas, reliabilitas, uji asumsi klasik yang meliputi uji normalitas, linearitas, multikolinearitas, heteroskedastisitas, serta analisis regresi linier berganda dengan uji t, uji F, dan koefisien determinasi menggunakan bantuan program IBM SPSS Statistics 29. Hasil penelitian menunjukkan bahwa *work life balance*, *emotional intelligence*, dan budaya organisasi berpengaruh secara parsial maupun simultan terhadap *employee engagement*. Karyawan yang mampu menyeimbangkan kehidupan kerja dan pribadi, memiliki kecerdasan emosional yang baik, serta bekerja dalam budaya organisasi yang positif, cenderung memiliki keterikatan yang tinggi terhadap perusahaan. Temuan ini memperkuat pentingnya pengelolaan ketiga faktor tersebut dalam meningkatkan keterlibatan perusahaan pers.

Kata Kunci: *Work Life Balance*, *Emotional Intelligence*, *Budaya Organisasi*, *Employee Engagement*

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**THE INFLUENCE OF WORK LIFE BALANCE, EMOTIONAL
INTELLIGENCE, AND ORGANIZATIONAL CULTURE ON EMPLOYEE
ENGAGEMENT OF PRESS COMPANIES IN YOGYAKARTA**

Muhammad Shalimil Ayomi

Abstract

This study aims to analyze the influence of work-life balance, emotional intelligence, and organizational culture on employee engagement among employees of press companies in Yogyakarta. The issue of employee engagement in the press industry presents a significant challenge, particularly in the context of digital disruption and rising turnover rates. This research employs a quantitative approach, utilizing a survey method by distributing questionnaires to employees of press companies in the Yogyakarta area. The sampling technique applied was purposive sampling, resulting in a total of 95 respondents. Data were collected through the distribution of questionnaires and analyzed for validity, reliability, and classical assumption tests, including normality, linearity, multicollinearity, heteroscedasticity, and multiple linear regression analysis, which involved t-tests, F-tests, and the coefficient of determination using IBM SPSS Statistics 29. The results indicated that work-life balance, emotional intelligence, and organizational culture both partially and simultaneously affect employee engagement. Employees who can effectively balance their work and personal lives, possess strong emotional intelligence, and operate within a positive organizational culture tend to exhibit a high level of attachment to their company. This finding underscores the importance of managing these three factors to promote employee engagement within the organization.

Keywords: *Work Life Balance, Emotional Intelligence, Organizational Culture, Employee Engagement*