

PENGARUH LEADER MEMBER EXCHANGE TERHADAP WORK ENGAGEMENT PADA KARYAWAN STARTUP DI YOGYAKARTA

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ABSTRAK

Perkembangan startup cukup pesat di Indonesia khususnya di Yogyakarta, namun meningkatnya perkembangan jumlah startup tersebut juga sebanding dengan angka kegagalan yang menimpa startup sehingga perlu karakter pemimpin dalam mengelola tim sebagai factor penting dalam berkembangnya suatu organisasi. Pemimpin yang memiliki kualitas hubungan antara atasan dan bawahan disebut dengan leader member exchange dimana kepemimpinan yang diterapkan menjadi salah satu faktor yang akan mengarahkan karyawan memiliki work engagement yang tinggi sehingga dapat mencapai tujuan bersama. Penelitian ini bertujuan untuk mengetahui pengaruh leader member exchange terhadap work engagement pada karyawan startup di Yogyakarta. subjek dalam penelitian ini yaitu 73 karyawan startup di Yogyakarta. Penelitian ini menggunakan metode penelitian kuantitatif dan menggunakan teknik purposive sampling. Untuk menguji hipotesis dalam penelitian ini, digunakan Teknik analisis data regresi linier sederhanadenganbantuan IMB SPSS Statistic version 23.0 for windows. Hasil analisis data menunjukkan nilai koefisien regresi sebesar 0,429 dengan nilai signifikansi 0,000 atau < 0,05 dan didapatkan nilai t hitung 6,133 > 1,99 t tabel yang berarti bahwa terdapat pengaruh antara leader member exchange terhadap work engagement dan nilai r square atau nilai sumbangan efektif diperoleh sebesar 0,346 (34,6%).

Kata kunci : Karyawan Startup, Leader Member Exchange, Work Engagement

THE EFFECT OF LEADER MEMBER EXCHANGE ON WORK ENGAGEMENT OF STARTUP EMPLOYEES IN YOGYAKARTA

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ABSTRACT

The leader is an important factor in the development of an organization. Leaders who have a quality relationship between superiors and subordinates are called leader member exchanges where the leadership applied is one of the factors that will lead employees to have high work engagement so that they can achieve the common goal of being able to have leadership. This study aims to determine the effect of leader member exchange on work engagement among startup employees in Yogyakarta. The subjects in this study were 73 startup employees in Yogyakarta. This research uses quantitative research methods and uses data collection methods purposive sampling technique. To test the hypothesis in this study, a simple linear regression data analysis technique was used with the help of IBM SPSS statistic version 23.0 for windows. The results of data analysis show that the regression coefficient value is 0.429 with a significance value of 0.000 or <0.05 and the t value is $6.133 > 1.99$ t table, which means that there is an influence between the leader member exchange on work engagement and the r square value or the value of the effective contribution obtained by 0.346 (34.6%).

Keywords: *Leader Member Exchange, Startup Employee, Work Engagement*