**ANALISIS *EMPLOYEE ENGAGEMENT* PADA UD MULTI USAHA RAYA JEPARA**

**Triyat Mojo**

**Abstrak**

Penelitian ini bertujuan untuk menganalisis *employee engagement* karyawan UD Multi Usaha Raya Jepara. Penelitian ini menggunakan metode pendekatan kuantitatif. Data primer bersumber dari hasil kuesioner *employee engagement*. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan teknik *non probability* *sampling* dengan 48 responden. Analisis data yang dipakai dalam penelitian ini meliputi uji validitas, uji reliabilitas dan arithmetic mean. Berdasarkan analisis data menunjukan *employee engagement* pada UD Multi Usaha Raya Jepara tergolong dalam kategori sangat setuju dengan rata-rata 3,39. Hal ini dinilai dari rata-rata ketiga inidikator yaitu semangat *(vigor),* penyerapan *(absorption)* dan dedikasi *(dedication)*. Rata-rata hitung tertinggi terdapat pada indikator penyerapan *(absorption)* yaitu sebesar 4,45 yang termasuk kategori sangat setuju. Sedangkan rata-rata hitung terendah terdapat pada indikator semangat *(vigor)* yaitu 3,33 yang termasuk kategori sangat setuju.

**Kata Kunci*:*** *Employee Engagement, Semangat, Penyerapan, Dedikasi.*



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***Abstract***

*This study aims to analyze the employee engagement of UD Multi Usaha Raya Jepara employees. This research uses a quantitative approach method. Primary data comes from the results of the employee engagement questionnaire. The sampling technique used in this study used a non-probability sampling technique with 48 respondents. The data analysis used in this research includes validity test, reliability test and arithmetic mean. Based on data analysis, it shows that employee engagement at UD Multi Usaha Raya Jepara is in the category of strongly agree with an average of 3.39. This is assessed from the average of the three indicators, namely the spirit (vigor), absorption (absorption) and dedication (dedication). The highest calculated average is found in the absorption indicator, which is 4.45 which is included in the category of strongly agree. While the lowest arithmetic average is found in the spirit indicator (vigor) which is 3.33 which is included in the category of strongly agree.*

***Keywords****: Employee Engagement, Vigor, Absorption, Dedication.*