

ABSTRACT

PT XYZ is a pharmacy company that manufactures vaccines and anti sera in Indonesia and the largest in Southeast Asia. To face global competition, it requires a good company performance. A good company performance will be achieved if supported by the high productivity of the employees. But, there's a problem at PT XYZ, the problem is the employee's productivity has a low score, that is 6.8 of 7 from the standard of PT XYZ productivity, on the other hand, employee satisfaction has a high score that is 6.8 of 6 from the standard of PT XYZ satisfaction. It turns out that satisfaction is not enough to achieve productivity, meanwhile there's known that if the employee engaged to the company, the performance of these employees will be more productive. The purpose of this research is to measure the level of employee engagement and design a program to improve employee engagement.

In this research, Aon Hewitt model is used for design the questionnaire where the measurements conducted to 131 of 1300 employees. The questionnaire used to measure the level of engagement and satisfaction levels. After getting the level of engagement and satisfaction levels, the results will be analyzed and then program can be designed to improve employee engagement level using ADDIE method.

Based on the research results, the level of PT XYZ engagement is 64.8% and the satisfaction level is 66%. The program is designed on the factors that have the lowest satisfaction scores, these are career opportunities 7.4, work tasks 7.44, and employee engagement 7.5.

Keywords : Employee Engagement, Satisfaction, Performance, ADDIE.