

## **ABSTRACT**

Today, there has been a shift in the labor force, where Y generation dominates the company's human resources. Human resource is a company's vital asset because its role and function cannot be replaced by other resources so it needs special treatment to maintain loyalty to the company. One way to get employees to have high loyalty is employee engagement. Employee engagement is considered more important than employee satisfaction, because with employee engagement, employees aren't only doing the maximum effort exceed expectations but also affect the employees' decision to stay.

This study aims to analyze the factors of Generation Y employee engagement. There are seven factors in this research, namely vigor factor, dedication, absorption according to schaufeli et al and leadership, achievement, camaraderie, and equity according to Sirota Consulting LLC. The study population is Generation Y employees at Padma Hotel Bandung that will be analyzed using confirmatory factor analysis.

The result shows that the level of Gen Y employee engagement at Padma Hotel Bandung is included in high category that is equal to 76.756%. By using factor analysis, there are thirteen determinants of employee engagement, namely equity, personal resources, leadership, dedication, achievement, absorption, kinship, team work, uneasy feeling, unyielding, vigor, and task alignment. From the thirteen factors, it can be seen that the equity factor is the most dominant factor.

Keywords: Employee Engagement, Gen Y