

ABSTRACT

This research aims to determine and analyze the magnitude of the influence of Organizational Communication Flow, Organizational Culture, and Perceived Organizational Support on Employee Engagement at PT Berkah Bumi Ciherang (PT BBC). In today's competitive revolution 4.0 era business environment, companies are increasingly realizing the importance of the role of human resources (employees) and various aspects of the organization in achieving success and sustainable growth. PT BBC is a company engaged in the manufacturing industry which processes asphalt as a raw mineral into asphalt products. PT BBC is a B2B (Business to Business) company whose customers are companies and other business actors. PT BBC's main strategy to achieve sustainable competitive advantage is to maintain employee involvement through active communication, developing organizational culture, and providing support to employees. The method used in this research is quantitative with the sample size determined by proportional stratified random sampling of 96 respondents who are permanent employees of PT BBC. Data were analyzed using descriptive analysis and hypothesis testing was carried out using structural equation modeling (SEM) using Smart PLS with prerequisites for external model testing and internal model testing. Based on the results of the coefficient of determination test, it shows that Organizational Communication Flow, Organizational Culture, and Perceived Organizational Support have an influence on Employee Engagement at PT BBC by 90.5%. The results of this research can be used by companies to increase employee engagement, especially in matters related to communication, culture, and perceptions of organizational support.

Keywords: *Organizational Communication Flow, Organizational Culture, Perceived Organizational Support, Employee Engagement, PT BBC*