

ABSTRACT

Employee engagement is an important aspect that contributes to productivity, retention, and company performance. As a leading insurance company in Indonesia, PT XYZ measures the commitment and engagement of its employees every two years, covering eleven aspects including organization & policy, tools & enablers, recognition & contribution, rewards & remuneration, working environment, learning & development, teamwork, leadership, career path, work life balance, and advocacy & loyalty. The employee engagement survey conducted by PT XYZ refers to the Gallup method.

This research aims to identify factors that represent employee engagement at PT. XYZ in order to provide strategic insights to PT. XYZ in designing stronger and more effective programs and policies to increase employee engagement. The objectives of this research include identifying the factors that represent employee engagement at PT. XYZ, identifying the suitability of the proposed employee engagement factor model with the observed data, and identifying whether or not new employee engagement factors have been formed.

This research uses quantitative methods with survey as the main tool for data collection. The focus of the research includes eleven main factors that influence employee engagement. The data collected through this survey will be analyzed using factor analysis techniques to identify factors that represent employee engagement at PT. XYZ. By understanding these factors, the company can strengthen its policies and strategic plans to maintain employee engagement.

Keywords: Employee Engagement, Factor Analysis, Gallup