

ABSTRACT

The shift toward remote working after the COVID-19 pandemic has significantly changed organizational work structures. This transformation demands not only technical adjustments but also affects employee behavior and psychological engagement, especially among Generation Z who are known for their flexibility and familiarity with digital environments. Despite its advantages, remote working presents challenges in maintaining employee commitment and productivity.

This study aims to analyze the effect of remote working on employee engagement and productivity among Generation Z workers in the Bandung Raya area. In addition, this research explores the overall implementation of remote working as well as the levels of engagement and work performance shown by young employees.

This research uses a quantitative method with both descriptive and verificative approaches. Data were gathered from 400 Generation Z respondents working remotely in Bandung Raya through an online questionnaire. The analysis involves descriptive statistics to measure variable tendencies and multiple linear regression to test the hypotheses.

The results show that remote working has a positive influence on both employee engagement and productivity. However, some limitations remain, particularly related to job-person fit and long-term employee retention. These findings suggest that companies must manage remote systems strategically to foster involvement.

This research provides practical insights for companies to create remote work environments that support young workers effectively. It also contributes to academic discourse in the field of human resource management. Future studies are recommended to include broader demographic groups and incorporate additional variables such as organizational culture and leadership effectiveness.

Keyword: Remote Working, Employee Engagement, Productivity