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EMPLOYEE ENGAGEMENT STRATEGY: ANALYSIS OF ORGANIZATIONAL COMMITMENT, COMPENSATION, CAREER DEVELOPMENT

Primadi Candra Susanto
{primachrp@gmail.com}

Doctor of Management Science Student Bhayangkara Jaya University, Indonesia

Abstract. This article aims to examine and synthesize literature studies related to employee engagement, organization commitment, compensation and career paths and to look at the results of research on the variables to be reviewed and whether there is an influence between one variable and another. This study uses a literature review by looking for references related to related variables. This study provides an overview of the articles obtained by describing the influence between variables. The results show that several variables influence the evidence of exposure in the analysis. The study of employee engagement in this literature summary article explicitly focuses on supporting variables that can increase employee engagement, organization commitment, compensation and career development. Employee engagement can reduce turnover rates in a company, so researchers are very interested in conducting research in the field of employee engagement.

Keywords: employee engagement, organization commitment, compensation, career development.

INTRODUCTION

Employee commitment is one of the key factors that is a concern of management to establish the company's success. The achievement of the company's success lies in the high employee performance and loyalty. Therefore, efforts are needed to retain employees who give their best performance, one of which is by creating employee engagement with these employees.

Employee engagement is one of the most important things to measure job satisfaction. Today's employees want more from the work they do. They want to be involved in their work as a whole, are passionate about contributing to their workplace, and are committed to their co-workers to give their best performance. Employee engagement is one of the most important factors for the overall success of a company.

Employee engagement is seen as positive throughout the organization, but most of the employees are not really engaged or involved in their work because there is no job satisfaction which causes employee engagement to be absent. Low involvement and commitment can be caused by various factors, including small compensation, low management commitment, lack of recognition from management, poor corporate communication, opportunity promotion not objective and lack of alignment with the company's mission.

A company without employees is like a car without gas. A vehicle cannot run or operate without fuel. Fuel is an important part of how your vehicle works. Just like running a business, management cannot run a business without employees. Therefore, it is important to ensure that employees are comfortable working. This can be achieved through employee engagement. Employee engagement is an important strategy that companies must have to retain employees while actively developing them. Employee engagement and continuous improvement are win-win solutions for employees and the company. A high level of employee engagement ensures optimal employee performance for your organization in the future.

(Reio & Ghosh, 2014) This problem is partly due to the conceptual overlap of engagement with other, more established constructs, such as job satisfaction, organizational engagement, and professional engagement. (Lo & Becker, 2008) Employee engagement is simply jobbing satisfaction grounds of contract or allegiance for an employer the most common characteristic of the company was evaluated by many people for many years. On the other hand, commitment is about Passion and Commitment the willingness to invest and spend yourself in Voluntary Efforts to Assist Employers' success. An engaged employee is one who sincerely cares about their job and the company they work for. The ability to contribute to the success of the firm is what commitment is. Employees can succeed if they put in a lot of effort, are prepared to work long hours, and are ready to do so. (Kwon & Kim, 2020).

(Handoyo & Setiawan, 2017) Employee engagement is influenced by many factors, including work environment, leadership style, intra-employee communication, training and career development opportunities, compensation, company culture, work structure, and work environment safety. (Nunoa et al., 2010) Employee engagement emerged as an evolution from previous concepts such as employee satisfaction, and employee engagement employee organizational behavior. With employees who are actively involved in the company shows that there is a good working atmosphere in the company positive. (Ramadhan & Sembiring, 2014) Employees are enthusiastic about their jobs when they receive recognition good from the company. In this case, employees want to be proud because they can performs important tasks and does them well, gets recognition for his achievements, and proud of what the company can achieve.

(Lewiuci & Mustamu, 2016) The problem with this company is low employee commitment to the company with what company is different First problem, there are often discrepancies between goods produced by resources according to established corporate standards. (Zulkarnain & Hadiyani, 2014) Employee engagement plays a role in successful implementation organizational changes, especially large ones that cover the whole organizational elements. (Noviardy & Aliya, 2020) Management's slow response to two-way communication, transparency and freedom of opinion can "trigger" employees' thoughts about their participation in achieving company goals. Then I started to question how the organizational commitment was implemented.

(Firnanda & Wijayati, 2021) The importance of quality human resources is a certain encouragement and incentive for companies to provide everything that employees need to retain these employees. (Arianti et al., 2020) Job satisfaction is closely related to employee engagement. Employees with job satisfaction have a high potential for employee loyalty to their company. (Christianty & Widhianingtanti, 2017) Employee engagement Statistics have a correlation productivity, profit, security, employee retention, customer satisfaction. If Enthusiastic employees fully engaged he works.

(Rahmah, 2013) Problems that are often discussed in each work session are employee engagement, how to keep it high, the problem of employee engagement or employee morale is one of the problems faced by most companies. (Fauziridwan et al., 2018) Employee engagement is seen as a strength can motivate employees to improve performance at higher levels higher than before. (Priambodo et al., 2019) Employee engagement is a positive and satisfying work-related state of mind characterized by vigor, dedication and receptivity. Engaging your employees is critical to your business, as unengaged employees lose their job motivation and drive sales growth. Employee engagement can be a willingness to do something Advocacy on behalf of the company. This includes a willingness to promote, buy and even invest in the company (Putri & Soedarsono, 2017).

(Mariska, 2018) Employee engagement has another relationship with organizational behavior. Idea in organizational behavior, it speaks of the relationship with employees organization. As one way of thinking about organizational behavior, employees should Engagement differs from other terms such as organizational engagement. (Nurfajar et al., 2018) Commitment is a trait employees involved so for the organization have dedicated employees. Strong commitment to the company so it works more productively for company development. (Duri Afryana, 2018) Employee engagement as an attitude of believing that a business has a personal stake in the success of a business coupled with an attitude of pride and loyalty. (Yuni & Wahyu Pratiwi, 2020) Employee engagement, or often translated as employee engagement, is a

key factor in retaining employees within an organization. (Noviansyah, 2020) Employee engagement can be a willingness to do something. Advocacy on behalf of the company. This includes a willingness to promote, buy and even invest in the company.

Some companies may implement employee engagement with the aim of improving and optimizing employee quality and performance. Employee engagement should implement an approach that can be implemented in a variety of company programs and policies. This happens because some companies are negligent and don't care about the condition of their employees. Employee engagement is a concept that describes the level of enthusiasm and commitment employees feel toward their work. It shows your personal loyalty to the company and your emotional connection to the people you work with. The higher employee engagement, the more interested employees are in their work performance and company development. They feel that team contributions make a difference. It's not just normative, it also affects real things.

RESEARCH METHOD

Literature research is used to research and understand company documents, theoretical underpinnings, and information relevant to the issue under investigation to obtain material that serves as the theoretical basis for compiling this research. This study was conducted by collecting data from textbooks, international journals, Internet sources, and other studies relevant to this study. The data collected are prepared, analyzed and further processed using developed rationales so that conclusions can be drawn from the data. Data gathered from the reading outcomes are then assessed by choosing the relevant materials or ones that are still relevant to the investigation. Based on the findings of further data analysis, a conclusion from the topic under study has been summarized and reached.

RESULT AND ANALYSIS

Leadership is a very important aspect in an organization. Leadership makes an organization succeed or fail, leadership makes people commit to the organization or leave, leadership is also able to ignite the passion to win or extinguish the fire of passion to extinguish it, leadership is the soul of an organization to create employee engagement. in the case of superiors who are reluctant to go down directly to greet their employees, give awards for employee achievements or even ask employees to always wash their hands if there is a problem for protection, how can such a leader inspire and encourage employee involvement to do so, employees will gladly leave when the opportunity arises better show up on its own. leaders must be able to create an atmosphere of communication that is mutually trusting and provide a wide space for good communication so that any problems that arise can be resolved quickly.

Positive emotions and high morale can be described as employee engagement. Highly engaged employees tend to perform better because they have positive emotions and don't make their job a burden. Research has found a positive relationship between organizational commitment, salary and career path and employee engagement. Companies with engaged employees have high employee retention due to lower turnover, reduced intention to leave the company, increased productivity, profitability, growth and customer satisfaction.

The first and most important way we can overcome the employee engagement crisis is by establishing clear and concise metrics up front to measure employee engagement or commitment. As we previously noted, a study conducted by a consulting firm for measurement stated that "the broader the range of employee engagement metrics we use, the lower the level of employee engagement in the organization."

Many companies today spend part of their time measuring the wrong indicators of employee engagement. As a result, they have not found a solution to increase and maintain employee engagement at work. Even sadder, managers started blaming their employees because low employee engagement had forced managers to provide feedback on their decreased performance.

In fact, it is clear that this is the main responsibility that managers and supervisors have towards their employees.

Online surveys use several metrics to measure employee engagement. For example, you look at it based on criteria such as the employee's perceived job satisfaction, the employee's chances of success at work, how much the employee has the support of his or her manager, or how much the employee has completed a particular job. A period of time. These metrics help us accurately and at a glance measure employee engagement. But on the other hand, we also need to build good emotional strength between managers and employees, so that it is also easier for us to increase employee engagement at work.

Following are some examples that managers should focus on if they want to increase employee engagement, based on the results of previous research, which can be summarized: (1) Employee development level. (2) A sense of recognition for employees. (3) Motivate employees to work. (4) Motivate employees for personal development. (5) Prioritizing clarity. 6. Build a positive work atmosphere. (7) Promote good relations between managers and employees. (8) Let employees express their opinions.

Employee engagement is critical for all organizations because it helps create a better work culture, reduces staff turnover, increases productivity, improves work and customer relations, and impacts company profits. Moreover, employee engagement makes employees happier and makes them the most passionate supporters of the team. With the right approach and communication with employees, each of these conditions can significantly increase employee engagement. Employee engagement is usually more important at the company level because of its impact on business and profitability. However, it also helps managers understand the needs of employees. With employee engagement, increasing loyalty, productivity, profits and company-employee relations is no longer just a dream.
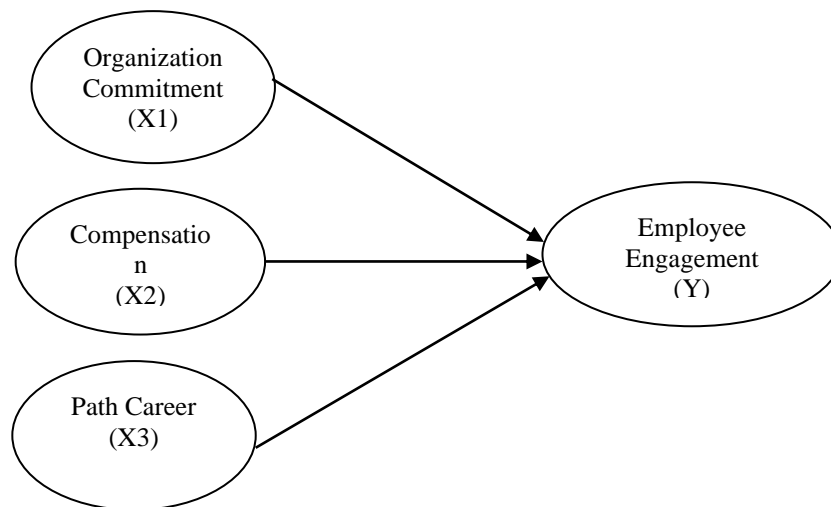

Fig. 1. Framework Research

Table 1. Variable Organization Commitment

Variable	Dimension	Indicator
Organization Commitment (X1)	Normative Commitment	Economic Value
		Allowance
		Moral Duty
	Continuity Commitment	Management Support
		Job Satisafaction
		Empowerment
	Affective Commitment	Growth and Development
		Job Security
		Reward

		Communication

Table 2. Variable Independent Compensation

Variable	Dimension	Indicator
Compensation (X2)	Health Insurance	Protection Family
		Protection at Work
		Protection Accident
	Reward	Best Employee
		Promotion
		Training Development
	Schollarship	Learning Agility
		Opportinity
		Trust
	Vacation	Refreshing
		Healing
		Paid Leave

Table 3. Variable Independent Path Career

Variable	Dimension	Indicator
Path Career (X3)	Promotion	Quality of Work
		Opportunity
		The Best Employe
	Vacant	Transfer
		Mutation
		Hire
	Talent	Talent Pool
		Partners
		Nine Box
	Loyality	Max Performance
		Sense of Belonging
		Stay
		Development Team

Table 4. Variable Dependent (Competence)

Variable	Dimension	Indicator
Employee Engagement (Y)	Vigor	Ontime
		Discipline
		Role Model
	Dedication	Zero Mistake
		Professional
		Added Value
	Absorption	Knowledge
		Result
		Performance

A good leader must show employees commitment, attitude or behavior towards the organization in the form of loyalty and desire for the vision, mission or goals of the organization.

Individuals are said to have a high level of commitment to the organization, strong belief in and acceptance of organizational goals and values, and a strong willingness to act when management does not believe that high employee retention measures a company's success in human resource management. In addition to avoiding turnover, companies must also increase the productivity of their employees.

Rewarding employees according to employee expectations will increase employee morale and performance, but failure to do so will result in disappointment among employees, thereby reducing motivation and morale. Benefits and perks give employees more to consider in order to keep them on the job. These benefits and benefits can be customized to meet the needs of employees. From health insurance and travel benefits to flexible salaries. Prizes or awards are also important things that must be given to employees when they successfully complete certain achievements. Of course, the reward must meet the employee's emotional needs and be greater than the employee's monetary compensation.

Career ladder is a ladder whose series of steps represent different career stages. Career path is a series or series of activities/positions/positions that have been undertaken and held by an employee during his tenure. It can show an employee's individual development in the career path or rank achieved during his or her tenure in the organization. Many factors can affect the career of an employee. One of the most supportive is your educational background. In general, the path taken by an employee to rise to a higher position and greater responsibility. Not every step on the career ladder leads smoothly and directly to the goal. Career paths have traditionally reflected vertical growth or excellence achieved at higher positions.

Employee engagement emerged as an evolution from earlier concepts such as employee satisfaction, and employee engagement employee organizational behavior. With employees who are actively involved in the company shows that there is a positive working atmosphere in the company. Because employees who have a good relationship with the company where they work are very enthusiastic about what they do, sometimes even going far beyond the basic tasks specified in the work contract. The benefits of employee engagement can be conveyed to organizations in terms of employee effectiveness, productivity, job security, participation and retention, customer satisfaction, customer loyalty, Survival Employee performance is one of the things that results from high employee engagement. Employees who feel engaged are those who feel truly involved and passionate about their job and company. Commitment is the willingness to contribute to the success of the company in situations where employees want to work hard, give their all and are ready to work overtime.

It's good that every job has a future-oriented career step. In any job, employees are passionate about something that raises their bar. In fact, it is a mutually beneficial character in which employees and the company cooperate with each other according to their respective roles. A certain level of professional development is inseparable from successful employee engagement. There are many steps companies can take to increase employee engagement. Companies only need to adapt to existing conditions. B. What do you need? Employee participation also makes it easier to achieve company goals together. So, let's take a quick look at what employee engagement is and how to improve it.

It can be synthesized that employee engagement in a company is very important because if employees do not have attachment it will cause an intention to leave the company, in an organization the company must create clear and directed organizational commitment, determine written compensation and be approved by the company leadership and the last is making career paths for employees so that employees are not demotivated in carrying out their duties. This employee engagement must be created if the company wants to develop and be successful, it is this attachment that is the basic foundation for the company to survive in the face of industrial competition and competence.

CONCLUSION

The presence of employee engagement motivates employees to remain valued. Especially in resolving various conflicts regarding issues related to the company for which he works. The

employee retention method is a method that allows each employee to work optimally without worrying about conflicts that have been resolved in the past. Management must know that the company's innovation comes from the creative hands of its employees. Employee engagement is one of the triggers he creates for a more innovative climate. Any company can have a better working environment if it gets employee engagement right.

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