

## ABSTRAK

Muhammad Dhukhal Muhtadin, Pengaruh *Reward and Recognition, Organizational Culture* dan *Personal Resources Terhadap Employee Engagement* Generasi Z Di Kota Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis Universitas PGRI Madiun. Pembimbing I: Dr. Karuniawati Haasanah, S.E., M.M. Pembimbing II: Robby Sandhi Dessyarti, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh *reward and recognition, organizational culture* dan *personal resources* terhadap *employee engagement* generasi z di Kota Madiun. Jenis penelitian yang digunakan dalam penelitian ini adalah kuantitatif, sedangkan alat analisis yang digunakan SPSS 25.0. Pengambilan sampel dalam penelitian ini menggunakan *nonprobability* sampling. Sampel yang digunakan sebanyak 392 responden dengan kriteria bekerja di sebuah perusahaan, pendidikan terakhir sarjana yang berusia 22-27 tahun. Teknik pengumpulan data menggunakan data primer yaitu kuesioner. Berdasarkan hasil pengujian secara statistik menunjukkan bahwa *reward and recognition* berpengaruh positif dan signifikan terhadap *employee engagement* generasi Z di Kota Madiun. *Organizational Culture* berpengaruh positif dan signifikan terhadap *employee engagement* generasi Z di kota Madiun. *Personal resources* tidak berpengaruh secara signifikan terhadap *employee engagement* generasi Z di Kota Madiun.

**Kata kunci:** *Reward And Recognition, Organizational Culture, Personal*

*Resources*

## ABSTRACT

*Muhammad Dhukhal Muhtadin, The Influence of Reward and Recognition, Organizational Culture and Personal Resources on Generation Z Employee Engagement in Madiun City. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor I: Dr. Karuniawati Haasanah, S.E., M.M. Supervisor II: Robby Sandhi Dessyarti, S.E., M.M.*

*This study aimed to determine the effect of reward and recognition, organizational culture and personal resources towards generation z employee engagement in Madiun City. The type of research used in this study was quantitative, while the analysis tool used was SPSS 25.0. Sampling in this study used non-probability sampling. The sample used was 392 respondents with the criteria of working in a company, the last education was a bachelor's degree aged 22-27 years. The data collection technique used primary data, namely questionnaires. Based on the results of statistical testing, it shows: reward and recognition have a positive and significant effect towards generation Z employee engagement in Madiun City. Organizational Culture has a positive and significant effect towards generation Z employee engagement in Madiun City. Personal resources do not have a significant effect towards generation Z employee engagement in Madiun City.*

**Keywords:** *Reward, Recognition, Organizational Culture, Personal Resources.*