

ABSTRAK

Naira Fawziya Husna. 2026. Pengaruh *Self-Efficacy, Reward & Recognition, Career Development* terhadap *Employee Engagement* pada Karyawan Generasi Z di Wilayah Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Karuniawati Hasanah, S.E., M.M., Pembimbing (II) Ririh Anggraini, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *self-efficacy, reward & recognition, career development*, terhadap *employee engagement* pada karyawan Generasi Z di wilayah Madiun. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Data primer diperoleh melalui kuesioner yang disebarkan kepada 164 responden karyawan Generasi Z di Kabupaten dan Kota Madiun yang berusia produktif dan aktif bekerja. Sampel ditentukan dengan teknik *purposive sampling*. Data dianalisis menggunakan regresi linear berganda dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa *self-efficacy, reward & recognition*, dan *career development* secara parsial maupun simultan berpengaruh positif dan signifikan terhadap *employee engagement*. Nilai Adjusted R Square sebesar 0,641. Artinya, variabel penelitian mampu menjelaskan 64,1% variasi *employee engagement*, sedangkan 35,9% sisanya dipengaruhi faktor lain di luar model.

Kata Kunci: *Self-Efficacy, Reward & Recognition, Career Development, Employee Engagement.*

ABSTRACT

Naira Fawziya Husna. 2026. *The Influence of Self-Efficacy, Reward & Recognition, and Career Development on Employee Engagement among Generation Z Employees in the Madiun Region. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Karuniawati Hasanah, S.E., M.M.; Supervisor (II) Ririh Anggraini, S.E., M.M.*

This study aims to analyze the influence of self-efficacy, rewards & recognition, and career development on employee engagement among Generation Z employees in the Madiun region. The study employs a quantitative approach using a survey method. Primary data were collected via questionnaires distributed to 164 Generation Z respondents comprising actively employed individuals of productive age residing in Madiun Regency and Madiun City. The sample was selected using purposive sampling. Data analysis was conducted using multiple linear regression with the aid of SPSS. The results indicate that self-efficacy, rewards & recognition, and career development both individually and simultaneously have a positive and significant effect on employee engagement. The Adjusted R-Square value is 0.641, meaning the research variables explain 64.1% of the variation in employee engagement, while the remaining 35.9% is influenced by factors outside the model.

Keywords: *Self-Efficacy, Reward & Recognition, Career Development, Employee Engagement.*