ABSTRAK

Febby Febrianti Tri Praticah Putri. 2026 Peran Komunikasi Organisasi, Job Demand dan Perceived Organizational Support terhadap Employee Engagement (Studi Kasus pada Karyawan Operasional Divisi Tanaman PT Rumpun Sari Kemuning I). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Karuniawati Hasanah, S. E., M. M., Pembimbing (II) Rollis Ayu Ditasari, SE, M.Ak.

Penelitian ini menganalisis pengaruh Komunikasi Organisasi, *Job Demand*, dan *Perceived Organizational Support* terhadap *Employee Engagement* pada karyawan operasional Divisi Tanaman PT Rumpun Sari Kemuning I, didasari indikasi komunikasi organisasi belum optimal, tingginya beban kerja fisik (*job demand*), serta belum maksimalnya dukungan organisasi yang berdampak pada rendahnya keterikatan kerja karyawan. Penelitian menggunakan pendekatan kuantitatif desain kausal, 140 responden (sampling jenuh), dianalisis dengan regresi linier berganda menggunakan SPSS. Hasil menunjukkan Komunikasi Organisasi dan *Perceived Organizational Support* berpengaruh positif signifikan, sedangkan *Job Demand* berpengaruh negatif signifikan terhadap *Employee Engagement*, baik secara parsial maupun simultan (F hitung 48,525 > F tabel 2,67; sig. < 0,001). *Perceived Organizational Support* paling dominan (beta 0,393), diikuti Komunikasi Organisasi (beta 0,364) dan *Job Demand* (beta -0,311). Temuan ini menegaskan pentingnya penguatan dukungan organisasi, transparansi komunikasi dua arah, dan penataan beban kerja secara terpadu untuk mendongkrak keterikatan karyawan operasional.

Kata Kunci: Komunikasi Organisasi, *Job Demand*, *Perceived Organizational Support*, *Employee Engagement*, Karyawan Operasional.

ABSTRACK

Putri, Febby Febrianti Tri Praticah. 2026. The Role of Organizational Communication, Job Demand, and Perceived Organizational Support on Employee Engagement (A Case Study on Operational Employees of the Plantation Division at PT Rumpun Sari Kemuning I). Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I) Dr. Karuniawati Hasanah, S.E., M.M., Advisor (II) Rollis Ayu Ditasari, S.E., M.Ak.

This study analyzes the effect of Organizational Communication, Job Demand, and Perceived Organizational Support on Employee Engagement among operational employees of the Plantation Division at PT Rumpun Sari Kemuning I, driven by indications of suboptimal organizational communication, high physical workload (job demand), and underutilized organizational support impacting low employee engagement. Employing a quantitative approach with a causal design, the study involved 140 respondents selected through total sampling and analyzed using multiple linear regression via SPSS. The results demonstrate that Organizational Communication and Perceived Organizational Support have a positive and significant effect, whereas Job Demand has a negative and significant effect on Employee Engagement, both partially and simultaneously ($F_{\text{calculated}} = 48.525 > F_{\text{table}} = 2.67; p < 0.001$). Perceived Organizational Support emerges as the most dominant predictor ($\beta = 0.393$), followed by Organizational Communication ($\beta = 0.364$) and Job Demand ($\beta = -0.311$). These findings emphasize the importance of strengthening organizational support, enhancing two-way communication transparency, and managing workloads in an integrated manner to boost operational employee engagement.

Keywords: *Organizational Communication, Job Demand, Perceived Organizational Support, Employee Engagement, Operational Employees.*