

THE EFFECT OF EMPLOYEE COUNSELING APPROACH IN MEASURING EMPLOYEE ENGAGEMENT ON EMPLOYEE LOYALTY TO EMPLOYEES BANK BTN

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ABSTRACT

This study aims to see how influential the work counseling approach in measuring *employee engagement* is on employee loyalty. This research was conducted at the state-owned company Bank BTN, Bekasi area office unit. Data were collected through distributing questionnaires to 97 employees. Analysis of the research data using the help of IBM SPSS 25. Through the measurement of *employee engagement* of BUMN Bank BTN employees in the Bekasi area, Cronbach's alpha value was found to be 0.896. Then from these measurements the researchers continued to measure the mean value of the seven dimensions with the results that the first on the dimension *branding* of 24.43, the second dimension of training and orientation of 23.75, the third dimension of employee identification of 19.07, the fourth dimension of satisfaction of 18.26, the fifth dimension of loyalty 17.51, the sixth the dimension of employee commitment is 15.36 and the seventh smallest value is in the employee performance dimension of 15.90. These results focus researchers on the low value of loyalty and make researchers continue and explore it to conduct work counseling, the approach through work counseling has an effective influence on employees who have *employee engagement* low.

Keywords: Employee Engagement, Loyalty, Work Counseling.