

ORGANIZATIONAL COMMITMENT AND EMPLOYEE ENGAGEMENT TOWARDS JOB SATISFACTION

Rofi Puspita Kumalasari¹, Sylvia Anggriani Koswara² & Eunike Claudia³

email : rofipusss@gmail.com¹, slvanggriani28@gmail.com² & eunikeclaudiasiwabessy12@gmail.com³

Faculty of Psychology

Program Study Masters of Psychology

Persada Indonesia University Y.A.I. Street Jakarta INDONESIA

ABSTRACT

This research aims to determine the influence of organizational commitment and employee engagement on job satisfaction among marketing employees of motor vehicle companies in Bekasi City. This research will use quantitative methods with a research design using correlation research. The subjects in this research were 50 marketing employees who worked at a motor vehicle company in Bekasi City. This research uses an organizational commitment scale with a Cronbach's Alpha reliability of 0.727, an employee engagement scale with a Cronbach's Alpha reliability value of 0.740, and a job satisfaction scale with a Cronbach's Alpha reliability value of 0.773. The data analysis technique uses Product Moment correlation. This research found that there is an influence between organizational commitment and employee engagement on job satisfaction.

Keywords: Organizational Commitment, Employee Engagement and Job Satisfaction.