

# Rancangan intervensi komunikasi internal untuk meningkatkan employee engagement studi kasus di PT Asuransi PQRS = Intervention design of internal communication to improve employee engagement case study at PT Asuransi PQRS / Wanda Irawan Anwarsyah

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## Abstrak

### **ABSTRAK**

Penelitian ini fokus melihat pengaruh dari komunikasi internal terhadap employee engagement untuk kemudian dibuat rancangan intervensi terhadap proses komunikasi internal guna meningkatkan employee engagement. Penelitian sebelumnya belum banyak yang menjelaskan pengaruh komunikasi internal terhadap employee engagement. Penelitian ini dilakukan berdasarkan studi kasus di PT Asuransi PQRS yang bergerak di bidang asuransi umum dengan sampel mencakup 60 karyawan di departemen pemasaran korporasi Jepang dengan menggunakan purposive sampling. Employee engagement diukur melalui Utrecht Work Engagement Scale (UWES) versi Bahasa Indonesia (Schaufeli & Bakker, 2004) dan komunikasi internal diukur melalui kuesioner yang dikembangkan oleh Karanges (2014). Hasil analisis menunjukkan bahwa terdapat pengaruh positif yang signifikan dari komunikasi internal terhadap employee engagement ( $r=0.487$ ,  $F=18.035$ ,  $p<0.05$ , one-tailed). Dari hasil penelitian, dibuatlah rancangan intervensi terhadap proses komunikasi internal melalui intervensi human resources management berupa performance management dan intervensi human process berupa team building dan large-group interventions.

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### **ABSTRACT**

This study focused on the impact of internal communication towards employee engagement to design an intervention on the internal communication process in order to improve the employee engagement. Previous studies haven't much explained the impact of internal communication towards employee engagement. This study was done based on the case study at PT Asuransi PQRS which is a general insurance company with the sample of this study were 60 employees at Japanese corporate marketing department by purposive sampling. Employee engagement was measured by official Indonesian version of Utrecht Work Engagement Scale (UWES) (Schaufeli & Bakker, 2004) and internal communication was measured by questionnaire developed by Karanges (2014). Result indicated that there was significantly positive impact of internal communication towards employee engagement ( $r=0.487$ ,  $F=18.035$ ,  $p<0.05$ , onetailed). From this result, human resources management intervention (performance management) and human process intervention (team building and large-group

interventions) were designed.