

ABSTRAK

Penelitian ini bertujuan menganalisa adakah pengaruh *Company Reputation* terhadap *Employee Engagement* melalui *Turnover Intention* Karyawan PT. Sinar Mandiri Sentosa Fajar di Sidoarjo. Pendekatan yang dipakai yakni kuantitatif deskriptif serta populasi & sampel yang dipakai sejumlah 86 orang. Teknik analisis data yang digunakan yaitu menggunakan *Partial Least Square (PLS)* dengan software SmartPLS 3. Sesuai hasil statistik diperoleh hasil t-hitung *Company Reputation* 1,994 & signifikansi $1,994 > 1,681$. Diperoleh t-hitung *Employee Engagement* 8,232 & signifikansi $8,232 > 1,681$. Didapatkan hasil F-hitung 1,849 & signifikansi $1,849 > 1,681$. Artinya secara uji-t & uji-f terbukti terdapat pengaruh *Company Reputation* secara signifikan dan positif terhadap *Employee Engagement* melalui *Turnover Intention*.

Kata kunci : Reputasi Perusahaan, Keterikatan Karyawan & Berpindah Pekerjaan

ABSTRACT

This study aims to analyze the influence of Company Reputation on Employee Engagement through Employee Turnover Intention of PT. Sinar Mandiri Sentosa Fajar in Sidoarjo. The approach used is descriptive quantitative and the population and sample used are 86 people. The data analysis technique used is partial least square (PLS) with SmartPLS 3. According to the statistical results, the t-count results for Company Reputation are 1.994 & the significance 8.232 > 1.681. The f-count result is 1.849 & significance is 1.849 > 1.681. This means that by t-test & f-test it is proven that there is a significant and positive effect of Company Reputation on Employee Engagement through Turnover Intention.

Keywords : *Company Reputation, Employee Engagement & Turnover Intention*

