

## ABSTRAKSI

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis pengaruh motivasi intrinsik dan *employee engagement* dalam meningkatkan kinerja SDM dengan *organizational citizenship behavior* sebagai variabel intervening. Berdasarkan penyebaran kuesioner kepada seluruh karyawan pada perusahaan perorangan Adi Jaya Jepara yang berjumlah 97 orang, maka diperoleh jumlah sampel sebesar 89 orang. Alat analisisnya adalah path analisis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan bahwa motivasi intrinsik dan *employee engagement* berpengaruh positif terhadap *organizational citizenship behavior* dan kinerja SDM. *Organizational citizenship behavior* juga terbukti berpengaruh positif dan signifikan terhadap kinerja SDM. *OCB* mampu menjadi variabel intervening antara motivasi intrinsik terhadap kinerja SDM, artinya semakin tinggi motivasi intrinsik, maka karyawan dapat mengendalikan perilakunya sendiri untuk mau bekerja ekstra untuk meningkatkan potensi yang dimiliki sehingga hal itu akan berdampak pada pencapaian kinerja karyawan secara maksimal. *OCB* juga mampu menjadi variabel intervening antara *employee engagement* terhadap kinerja SDM, artinya semakin tinggi *employee engagement*, maka mental karyawan untuk bersikap dan berperilaku total dalam bekerja akan semakin meningkat, sehingga akan berdampak pada kemampuan karyawan dalam mengendalikan perilakunya sendiri untuk mau bekerja ekstra dalam pencapaian kinerja karyawan secara maksimal.

**Kata Kunci :** Motivasi intrinsik, *employee engagement*, *organizational citizenship behavior* dan kinerja SDM

## **ABSTRACT**

This study aims to describe and analyze the influence of intrinsic motivation and employee engagement in improving the performance of human resources with organizational citizenship behavior as intervening variable. Based on the distribution of questionnaires to all employees at individual companies Adi Jaya Jeparu which amounted to 97 people, then obtained the number of samples of 89. The analytical tool is the path of analysis, where previously tested the validity and reliability as well as the classical assumption test.

The test results show that intrinsic motivation and employee engagement have a positive effect on organizational citizenship behavior and human resource performance. Organizational citizenship behavior is also proven to have a positive and significant effect on human resource performance. OCB can be an intervening variable between intrinsic motivation to human resource performance, meaning that higher intrinsic motivation, hence employees can control their own behavior to want to work extra to increase potency so that it will have an effect on achievement of employee performance maximally. OCB is also able to be a variable intervening between employee engagement to human resource performance, meaning that the higher the employee engagement, the employee's mental attitude and total behavior in the work will increase, so that will affect the ability of employees in controlling their own behavior to want to work extra in achievement of maximum employee performance.

*Keywords:* intrinsic motivation, employee engagement, organizational citizenship behavior and human resource performance