

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh *Employee Experience*, *Employee Engagement*, dan *Work-life Balance* terhadap kinerja karyawan pada PT Pupuk Iskandar Muda.

Penelitian ini bertujuan untuk menganalisis pengaruh *employee experience*, *employee engagement*, dan *work-life balance* terhadap kinerja karyawan pada PT Pupuk Iskandar Muda. Latar belakang penelitian ini berangkat dari pentingnya sumber daya manusia sebagai aset strategis perusahaan, di mana kinerja karyawan menjadi faktor kunci dalam pencapaian tujuan organisasi. Dalam praktiknya, PT PIM menghadapi beberapa tantangan internal seperti kurangnya pengalaman kerja pada sebagian karyawan, rendahnya keterlibatan karyawan dalam pekerjaan, serta ketidakseimbangan antara kehidupan kerja dan kehidupan pribadi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner yang disebarkan kepada 103 responden, yang ditentukan dengan teknik *purposive sampling*. Variabel yang diteliti terdiri dari *employee experience*, *employee engagement*, *work-life balance* sebagai variabel independen, serta kinerja karyawan sebagai variabel dependen. Hasil penelitian diharapkan dapat memberikan pemahaman mengenai faktor-faktor yang memengaruhi kinerja karyawan, serta menjadi bahan pertimbangan dalam pengambilan kebijakan manajemen sumber daya manusia di PT PIM agar dapat meningkatkan efektivitas kerja karyawan. Penelitian ini juga memberikan kontribusi secara teoritis dan praktis, baik bagi pengembangan ilmu manajemen maupun penerapan strategi pengelolaan SDM dalam organisasi.

Kata Kunci: *Employee Experience*, *Employee Engagement*, *Work-life Balance*, Kinerja Karyawan

ABSTRACT

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Study Program : Management
Title : The influence of Employee Experience, Employee Engagement, and Work-life Balance on Employee Performance at PT Pupuk Iskandar Muda

This study aims to analyze the influence of employee experience, employee engagement, and work-life balance on employee performance at PT Pupuk Iskandar Muda. The background of this research stems from the importance of human resources as a strategic asset of the company, where employee performance plays a crucial role in achieving organizational goals. In practice, PT PIM faces several internal challenges such as the lack of work experience among some employees, low employee engagement, and an imbalance between work and personal life. This research employs a quantitative approach using a survey method through questionnaires distributed to 103 respondents, selected using purposive sampling. The variables examined include employee experience, employee engagement, and work-life balance as independent variables, and employee performance as the dependent variable. The results of this study are expected to provide insights into the factors that influence employee performance and serve as a consideration in human resource management policy-making at PT PIM to improve work effectiveness. This research also offers both theoretical and practical contributions to the field of human resource management and its application in organizational development.

Keywords: *Employee Experience, Employee Engagement, Work-life Balance, Employee Performance*