

ABSTRAK

Nama : MAISYURA
Program Studi : Manajemen
Judul : PENGARUH *ORGANIZATIONAL CITIZENSHIP BEHAVIOR* (OCB) *TALENT MANAGEMENT* TERHADAP *EMPLOYEE PERFORMANCE* DENGAN *EMPLOYEE ENGAGEMENT* SEBAGAI VARIABEL MEDIASI PADA PT. TOYA PERDANA LHOKSEUMAWE (ACEH WATER)

Penelitian ini bertujuan untuk menganalisis pengaruh *Organizational Citizenship Behavior* (OCB), *talent management* terhadap *employee performance* dengan melibatkan *employee engagement* sebagai variabel mediasi pada PT. Toya Perdana Lhokseumawe (Aceh water). Metode penelitian yang digunakan adalah metode kuantitatif, yaitu pengumpulan data melalui kuesioner yang dibagikan dalam bentuk *google form* kepada 45 responden yang merupakan karyawan PT. Toya Perdana Lhokseumawe (Aceh Water). Data dianalisis menggunakan teknik *path analysis* (analisis jalur) untuk menguji apakah terdapat pengaruh langsung maupun pengaruh tidak langsung dari variabel eksogen (bebas) terhadap variabel endogen (terikat) melalui *employee engagement* sebagai variabel mediasi (*intervening*). Hasil penelitian menunjukkan bahwa *Organizational Citizenship Behavior* (OCB) dan *talent management* berpengaruh positif dan signifikan terhadap *employee performance*. *Organizational Citizenship Behavior* (OCB) dan *talent management* berpengaruh positif dan signifikan terhadap *employee engagement*. *Employee engagement* berpengaruh positif dan signifikan terhadap *employee performance*. Namun analisis jalur menunjukkan bahwa *employee engagement* tidak dapat memediasi hubungan *Organizational Citizenship Behavior* (OCB) dan *talent management* terhadap *employee performance*.

Kata Kunci : *Organizational Citizenship Behavior (OCB), Talent Management, Employee Engagement, Employee Performance*

ABSTRAK

Name : MAISYURA
Study Program : Management
Title : *THE EFFECT OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) TALENT MANAGEMENT ON EMPLOYEE PERFORMANCE WITH EMPLOYEE ENGAGEMENT AS A MEDIATING VARIABLE AT PT. TOYA PERDANA LHOKSEUMAWE (ACEH WATER)*

This study aims to analyze the influence of Organizational Citizenship Behavior (OCB) and Talent Management on Employee Performance, with Employee Engagement serving as a mediating variable at PT. Toya Perdana Lhokseumawe (Aceh Water). The research employed a quantitative method, in which data were collected through questionnaires distributed via Google Forms to 45 respondents who were employees of PT. Toya Perdana Lhokseumawe (Aceh Water). The data were analyzed using path analysis to examine both the direct and indirect effects of exogenous (independent) variables on endogenous (dependent) variables through Employee Engagement as an intervening variable. The results of the study indicate that Organizational Citizenship Behavior (OCB) and Talent Management have a positive and significant effect on Employee Performance. Furthermore, Organizational Citizenship Behavior (OCB) and Talent Management also have a positive and significant effect on Employee Engagement. Employee Engagement has a positive and significant effect on Employee Performance. However, the mediation analysis path that Employee Engagement was unable to mediate the relationship between Organizational Citizenship Behavior (OCB) and Talent Management on Employee Performance.

Keywords : *Organizational Citizenship Behavior (OCB), Talent Management, Employee Engagement, Employee Performance*