

ABSTRACT

Employee performance is a key for company's success. One of the factors that can increase employee performance is employee engagement. Employee engagement is relating to satisfaction, commitment, and advocacy. Employees who engage will make maximum efforts to achieve the company's goals.

This study aims to determine the factors of employee engagement which consists of satisfaction, commitment, and advocacy, determine employee performance and influence factors of employee engagement which consists of satisfaction, commitment, and advocacy, both simultaneously and partially on employee performance Topas TV Regional West Java.

Data analysis technique in this research is path analysis using SPSS for Windows version 18. The unit of analysis of this study is the overall sample as many as 55 employees Topas West Java Regional TV. Data were collected using a questionnaire containing 65 statements related to employee engagement and employee performance Topas TV Regional West Java.

Descriptive analysis showed that the percentage of the value factors of employee engagement is high, where the value of the variable satisfaction of 71.39%, 78.35% of commitment variable, the variable advocacy of 72.62%, and the percentage of the value of employee performance is also quite high that is equal to 79.74%. The results of path analysis showed that partial satisfaction and commitment not significant effect on the performance of employees, while advocating a significant effect on the employee's performance of 46.8%. Employee engagement influencing employee performance Topas West Java Regional TV by 34%..

Keywords: *employee engagement, employee performance.*