

ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi hubungan antara orientasi perilaku pemimpin dan *employee engagement* pegawai PT.Sucofindo (Persero) Cabang Jambi melalui *trust*. Penelitian ini menggunakan metode penelitian yang bersifat deskriptif kuantitatif dengan menggunakan kuisioner sebagai teknik pengumpulan data dan *software partial least square* (PLS) sebagai alat analisis data. Berdasarkan hasil analisis yang dilakukan, terdapat hubungan yang positif dan signifikan antara orientasi perilaku pemimpin dengan *employee engagement*, orientasi perilaku pemimpin dengan *trust*, *trust* dengan *employee engagement*, dan hubungan yang positif dan signifikan juga ditemukan pada hubungan orientasi perilaku pemimpin dan *employee engagement* melalui *trust*. Hasil penelitian ini menunjukkan bahwa PT. Sucofindo (Persero) Cabang Jambi harus dapat selalu meningkatkan gaya kepemimpinan yang memiliki orientasi dalam berperilaku serta dapat meningkatkan *trust* pegawai terhadap pemimpin itu sendiri maupun organisasi secara umum.

Kata kunci : Orientasi perilaku pemimpin, *employee engagement*, *trust*

ABSTRACT

This study aimed to identify the relationship between orientation leadership behavior and employee engagement at PT. Sucofindo (Persero) Cabang Jambi through trust. This research utilized quantitative research method using data collection method in the form of a questionnaire then analyzed with Partial Least Square (PLS). The results showed that there were relationships among these three variables. It was found that orientation leadership behavior has the correlated positively and significantly with employee engagement, orientation leadership behavior correlated positively and significantly with trust. Also, the same result was showed positive and significant correlated between trust and employee engagement, and the last result were positive and significant correlation between orientation leadership behavior and employee engagement through the trust. Moreover, the result shows that PT. Sucofindo (Persero) Cabang Jambi must increase their orientation leadership behavior style and create trust among an employee to leaders or organization.

Keywords: *Orientation leadership behavior, employee engagement, trust*