

ABSTRAK

Karyawan membutuhkan *workplace happiness* dan *employee engagement* untuk mampu meningkatkan produktivitas karyawan. Penelitian ini bertujuan untuk mengetahui tentang *workplace happiness* dan *employee engagement* terhadap produktivitas karyawan dengan inovatif kerja sebagai variabel intervening pada BPJS Kesehatan Cabang Jambi. Jenis penelitian ini menggunakan metode kuantitatif. Teknik pengumpulan data melalui penyebaran kuesioner. Sampel pada penelitian yaitu seluruh karyawan BPJS Kesehatan Cabang Jambi sebanyak 74 karyawan. Metode analisa pada penelitian ini adalah analisis deskriptif dan menggunakan teknik *Structural Equation Model* (SEM) dengan program *SmartPLS* 4.0. Hasil penelitian menunjukkan bahwa secara langsung *employee engagement* memiliki pengaruh terhadap produktivitas karyawan, inovatif kerja memiliki pengaruh terhadap produktivitas karyawan, *workplace happiness* memiliki pengaruh terhadap inovatif kerja, *employee engagement* memiliki pengaruh terhadap inovatif kerja, *workplace happiness* memiliki pengaruh terhadap produktivitas karyawan melalui inovatif kerja, *employee engagement* memiliki pengaruh terhadap produktivitas karyawan melalui inovatif kerja dan secara langsung *workplace happiness* tidak memiliki pengaruh terhadap produktivitas karyawan.

Kata Kunci : Produktivitas Karyawan, Workplace Happiness, Employee Engagement, Inovatif Kerja

ABSTRACT

Employees need workplace happiness and employee engagement to be able to increase employee productivity. This study aims to find out about workplace happiness and employee engagement on employee productivity with work innovation as an intervening variable at BPJS Kesehatan Jambi Branch. This type of research uses quantitative methods. Data collection techniques through questionnaires. The sample in the study were all employees of BPJS Kesehatan Jambi Branch as many as 74 employees. The analysis method in this study is descriptive analysis and uses the Structural Equation Model (SEM) technique with the SmartPLS 4.0 program. The results of the study indicate that employee engagement directly has an influence on employee productivity, work innovation has an influence on employee productivity, workplace happiness has an influence on work innovation, employee engagement has an influence on work innovation, workplace happiness has an influence on employee productivity through work innovation, employee engagement has an influence on employee productivity through work innovation and directly workplace happiness has no influence on employee productivity.

Keywords : Employee Productivity, Workplace Happiness, Employee Engagement, Innovative Work