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ANALYSIS THE IMPACT OF TRAINING AND DEVELOPMENT, INTERNAL COMMUNICATION, REWARD AND LEADERSHIP ON EMPLOYEE ENGAGEMENT OF MANUFACTURING INDUSTRIES EMPLOYEE IN BATAM CITY

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ABSTRACT

This research was conducted with the aim to determine the effect of training and development, internal communication, rewards and leadership on employee engagement in manufacturing industry employees in Batam city. Human Resource Department in the manufacturing industry need to know and understand the importance of employee engagement to boost the achievement of company goals.

This research was applied by survey method by distributing questionnaires to 384 respondents who were manufacturing industry employees in several manufacturing companies in Batam city. The technique used by the author is purposive sampling, which is sampling technique with certain consideration. The completed questionnaire processed using SPSS Statistics version 21. The result, it can be concluded that there is a significant or not relationship of the variables that have been tested by the author.

The conclusion of this study is that it is important for a manufacturing industry to caring employees so there is employee engagement to the company where they work. The existence of a company is determined by how well the company can bind its employees.

Keywords: Training and Development, Internal Communication, Reward, Leadership, Employee Engagement