

Abstract

Ria Kawantiningrum, SH

Work Engagement Evaluated By Psychological Capital and SMART Service Culture ; Dr. Zamralita, MM., Psi, and Fransiska Iriani Roesmala Dewi, M.Si. Master of Psychology University of Tarumanagara.

The purpose of this research to figure out work engagement evaluated by psychological capital and SMART service culture. Psychological capital as a state of positive psychological development of individuals, which have dimensions of self-efficacy, optimism, hope and resiliency . The dimensions of SMART service culture namely sprightful, attractive, enthusiastic, friendly, and accurate. While work engagement is more than momentary and specific state , referring to the state that still stir includes cognitive and affective aspects that do not focus on an object, event, individual or behavior, with the dimensions of vigor, dedication and absorption. This type of research is a method of quantitative, non experiments. Sampling techniques using a non probability sampling techniques. The sampling type is the type of sampling used by convenience sampling technique. The number of subjects of study that is 80 employees of A financial services company. Data processing using the SPSS program 18.0 and analyzed by multiple regression. The results were obtained value of $t = 6.449$ and p (significance) = 0.000 <0.01 means psychological capital can predict work engagement, from regression analysis can also be seen that the variables most effect work engagement on the psychological capital is dimension hope with standardized coefficients values (Beta) = 0.527. Furthermore, the value of $t = 3.262$ and p (significance) = 0.002 <0.01 means SMART service culture can predict Work Engagement, from regression analysis can also be seen that the variables most influence on the SMART service culture on work engagement is dimension sprightful with standardized coefficients values (Beta) = 0.393. Furthermore, from the calculation of the value of regression is also value $R = 0.662$, coefficient of determination $R^2 = 0.438$, indicating that there is a 43.8 % psychological capital and SMART service culture cultural influence of work engagement, while the rest is influenced by other factors (100 % - 43.8 %) . Thus there are significant work engagement evaluated by psychological capital and SMART service culture. In the regression analysis can also be observed that the value of $F = 14\ 635$ and $p = 0.000 > 0.05$ meaning that work engagement is influenced by psychological capital variables and SMART service culture .

Keywords: psychological capital, SMART service culture, work engagement.