

## **ABSTRACT**

*This study aims to determine the influence of employee engagement on financial performance mediated by customer satisfaction. The number of samples in this study were 154 respondents, all of whom were employees working at the Raffles Jakarta Hotel and customers who had experience living or conducting meetings & events at hotels, both at Raffles Jakarta and at other hotels. This study uses a quantitative approach. The research data were obtained from the results of filling out the questionnaire and were analyzed quantitatively using the PLS SEM analysis technique with the help of the SmartPLS program.*

*The conclusions obtained from the results of this study are (1) Employee engagement has a positive and significant effect on customer satisfaction, the higher the employee engagement, the higher the customer satisfaction, and vice versa the lower the employee engagement, the lower the customer satisfaction. employee engagement is proven to be a factor that significantly influences customer satisfaction; (2) Employee Engagement has a positive and significant effect on Financial Performance, the higher the Employee Engagement, the higher the Financial Performance, and vice versa the lower the Employee Engagement, the lower the Financial Performance. Employee Engagement is proven as a factor that significantly influences Financial Performance; (3) Financial Performance has a positive and significant effect on Customer Satisfaction, the higher the Financial Performance, the higher the Customer Satisfaction, and vice versa, the lower the Financial Performance, the lower the Customer Satisfaction. Financial Performance is proven as a factor that significantly influences Customer Satisfaction*

**Keywords:** *employee engagement, customer satisfaction, financial performance*

## ABSTRAK

Penelitian ini bertujuan untuk menentukan pengaruh employee engagement terhadap financial performance dengan dimediasi oleh customer satisfaction. Jumlah sampel dalam penelitian ini adalah sebanyak 154 responden yang seluruhnya merupakan karyawan yang bekerja di Hotel Raffles Jakarta dan customer yang memiliki pengalaman tinggal atau melakukan meeting & event di Hotel-hotel baik di Raffles Jakarta maupun di hotel lain. Penelitian ini menggunakan pendekatan kuantitatif. Data penelitian diperoleh dari hasil pengisian kuesioner dan dianalisis secara kuantitatif dengan menggunakan teknik analisis SEM PLS dengan bantuan program SmartPLS.

Kesimpulan yang diperoleh dari hasil penelitian ini adalah (1) Employee engagement berpengaruh positif dan signifikan terhadap customer satisfaction, semakin tinggi employee engagement maka semakin tinggi customer satisfaction, demikian sebaliknya semakin rendah employee engagement maka semakin rendah customer satisfaction. employee engagement terbukti sebagai faktor yang secara signifikan mempengaruhi customer satisfaction.; (2) Employee Engagement berpengaruh positif dan signifikan terhadap Financial Performance, semakin tinggi Employee Engagement maka semakin tinggi Financial Performance, demikian sebaliknya semakin rendah Employee Engagement maka semakin rendah Financial Performance. Employee Engagement terbukti sebagai faktor yang secara signifikan mempengaruhi Financial Performance; (3) Financial Performance berpengaruh positif dan signifikan terhadap Customer Satisfaction, semakin tinggi Financial Performance maka semakin tinggi Customer Satisfaction, demikian sebaliknya semakin rendah Financial Performance maka semakin rendah Customer Satisfaction. Financial Performance terbukti sebagai faktor yang secara signifikan mempengaruhi Customer Satisfaction

**Kata kunci** : employee engagement, customer satisfaction, financial performance