

## ABSTRAK

Saat ini, bisnis perjalanan ibadah umroh dan haji menjadi salah satu bisnis yang cukup berprospek Indonesia, tingkat pertumbuhan jamaah umroh dan haji di Indonesia tiap tahun signifikan, Persaingan bisnis yang kompetitif membuat perusahaan harus berupaya untuk meningkatkan penjualan supaya bisa bertahan dan meningkatkan daya saing. Untuk itu perusahaan perlu membuat strategi khusus agar mampu bersaing dengan perusahaan lainnya supaya bisa meningkatkan penjualan.

. Keadaan ini membuat divisi marketing menjadi bagian terpenting dari penawaran dan permintaan, khususnya di perusahaan travel. Permasalahan kinerja karyawan divisi marketing di biro travel umroh dan haji adalah, sulitnya mendapatkan dan meyakinkan konsumen atau jamaah baru, hal tersebut dikarenakan banyaknya kasus penipuan travel umroh. Sehingga konsumen lebih memilih biro travel yang sudah memiliki citra (*image*) positif meskipun harus mengeluarkan biaya lebih besar.

Tujuan penelitian ini adalah menganalisa pengaruh kompensasi finansial dan non-finansial terhadap kinerja karyawan divisi marketing di biro travel umroh dan haji Surabaya dengan *employee engagement* sebagai mediasi. Sampel dalam penelitian ini adalah seluruh karyawan divisi marketing di biro travel umroh dan haji Surabaya yang berjumlah 64 karyawan. Teknik analisis menggunakan *Partial Least Square* (PLS).

Hasil penelitian ini menunjukkan bahwa terdapat pengaruh signifikan baik secara langsung antara kompensasi finansial terhadap kinerja karyawan, dan kompensasi non finansial terhadap kinerja karyawan, serta secara tidak langsung antara kompensasi finansial terhadap kinerja karyawan melalui *employee engagement*, maupun kompensasi non finansial terhadap kinerja karyawan melalui *employee engagement*.

Kata Kunci : Kompensasi Finansial, Kompensasi Non Finansial, *Employee Engagement*, Kinerja Karyawan

## ABSTRACT

At present, the business of pilgrimage and hajj pilgrimage is one of the most prospective businesses in Indonesia, the growth rate of Umrah and Hajj pilgrims in Indonesia is significant every year. Competitive business competition makes companies have to strive to increase sales in order to survive and increase competitiveness. For this reason, companies need to develop specific strategies to be able to compete with other companies in order to increase sales.

. This situation makes the marketing division an important part of supply and demand, especially in travel companies. The problem of the performance of the marketing division employees in the Umrah travel and Hajj travel agency is, the difficulty of getting and convincing new consumers or worshippers, this is due to the many cases of fraudulent travel. So that consumers prefer travel bureaus that already have a positive image even though they have to pay more.

The purpose of this study was to analyze the effect of financial and non-financial compensation on the performance of employees of the marketing division in the Surabaya Umrah and Hajj travel bureau with employee engagement as mediation. The sample in this study were all employees of the marketing division at the Surabaya Umrah and Hajj Travel Bureau, which numbered 64 employees. Analysis techniques using Partial Least Square (PLS).

The results of this study indicate that there is a significant influence both directly between financial compensation on employee performance, and non-financial compensation on employee performance, and indirectly between financial compensation for employee performance through employee engagement, and non-financial compensation for employee performance through employee employees .

Keywords : Financial Compensation, Non-Financial Compensation, Employee Engagement, Employee Performance