

ABSTRACT

The national electronics industry continues to grow , one of which is through the contribution of PT XYZ as a state-owned enterprise. However, internal survey results indicate that employee engagement levels have not yet met the company's targets, particularly in aspects of wellbeing, creativity, and career development. This study aims to examine the influence of innovation culture and organizational commitment on employee engagement at PT XYZ.

This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to 186 permanent employees using purposive sampling. The collected data were analyzed using multiple linear regression with the assistance of SPSS version 29.

The results show that innovation culture and organizational commitment simultaneously have a significant effect on employee engagement. Partially, both variables also have a significant influence, with organizational commitment having a positive impact. The coefficient of determination indicates that 65,5% of the variation in employee engagement can be explained by these two variables, while the remaining percentage is influenced by other factors outside the scope of this study.

Keywords: *Innovation Culture, Organizational Commitment, Employee Engagement*