

The effect of work engagement and work experience on job performance freelance at event organizer famouz studio

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Abstract

This study aims to explore the impact of work engagement and professional experience on the performance of freelancers at the Famouz Studio Event Organizer in Medan. Famouz Studio employs freelancers to handle various events. However, it was found that the level of engagement and experience of each freelancer varies. This research was conducted using a quantitative approach and a survey method with 70 freelancers. Analysis conducted using multiple linear regression revealed that both work engagement and professional experience have a positive and significant impact on job performance, both individually and together. This means that the higher the enthusiasm, dedication, and work experience of freelancers, the better their work results. This study highlights the crucial role of human resource management, especially for contract workers, in improving the overall performance of an organization.

Public Interest Statement:

This research is significant for freelancers and organizations like Famouz Studio. Understanding how work engagement and experience affect performance provides insights to improve productivity and service quality. The findings benefit both the event organizer industry and freelancers' professionalism, welfare, and career development in this sector.

Keywords: Work engagement, work experience, job performance, freelancer, event organizer

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Abstrak

Studi ini ditujukan untuk mengeksplorasi seberapa besar dampak keterikatan dalam bekerja dan pengalaman kerja terhadap performa para freelancer di Event Organizer Famouz Studio, Medan. Famouz Studio menggunakan tenaga pekerja lepas untuk menangani berbagai acara, tapi ditemukan bahwa tingkat keterikatan dan pengalaman tiap freelancer berbeda-beda. Penelitian ini dilaksanakan dengan menggunakan pendekatan kuantitatif dan metode survei terhadap 70 pekerja lepas. Analisis yang dilakukan dengan regresi linear berganda mengungkapkan bahwa baik keterlibatan kerja maupun pengalaman profesional memiliki dampak positif dan signifikan terhadap kinerja pekerjaan, baik secara individu maupun bersamaan. Artinya, semakin tinggi semangat, dedikasi, dan pengalaman kerja yang dimiliki *freelancer*, maka semakin baik juga hasil kerja mereka. Studi ini menyoroti betapa krusialnya manajemen sumber daya manusia, terutama bagi pekerja kontrak, guna memperbaiki kinerja keseluruhan organisasi.

Pernyataan Kepentingan Publik:

Penelitian ini memiliki makna penting bagi para freelancer dan organisasi seperti Famouz Studio. Dengan memahami bagaimana keterlibatan kerja dan pengalaman memengaruhi kinerja, penelitian ini memberikan wawasan untuk meningkatkan produktivitas dan kualitas layanan. Temuan ini bermanfaat bagi industri penyelenggara acara serta profesionalisme, kesejahteraan, dan pengembangan karier para freelancer di sektor ini.

Keywords: Keterikatan Kerja, Pengalaman Kerja, Kinerja, Pekerja Lepas, Penyelenggara Acara.

Introduction

Event organizer (EO) is an organization or company that requires competent human resources. Explained by Rizkyansyah (2018), an event organizer is an entity assigned by a client to organize and design various kinds of events. This process includes idea development, planning, preparation, implementation, and closing of activities with the aim of supporting clients in achieving the expected results of the event (Fajri et al., 2023). *Event organizers* are involved in art and design for weddings or other events. Therefore, it requires a high level of creativity from its staff in order to produce something of quality and optimal (Putri Wulan Dari, Karuniawati Hasanah, 2022).

Famouz Studio is an *Event & Wedding Organizer* company based in Medan, North Sumatra. Established in 2016, Famouz Studio has grown into one of the most trusted event planning service providers in the region. They are known for their professional and creative approach in organizing various types of events, including weddings, birthdays, and corporate events. The company is located at Jalan Amal Luhur, Komplek Taman Impian Indah Blok I No.14, Medan, Indonesia. Famouz Studio is also active in supporting local Micro, Small, and Medium Enterprises (MSMEs) through their "Bantu UMKM" program that they hold every Friday.

With more than eight years of experience, Famouz Studio has handled various events, including ethnic and international themed weddings. They offer services that include full planning, D-day coordination, and *Master of Ceremony* (MC) provision. Famouz Studio has a solid reputation in Medan and beyond, with many clients giving positive reviews of their

services. They continue to innovate and adapt to the latest trends in the event planning industry to ensure client satisfaction.

Performance-related concepts can be viewed from two angles: individual performance and total organizational performance. Individual performance indicates the results achieved by an individual within an institution, while organizational performance includes all the results obtained by the group. Both are interrelated with each other (Dona Zahra Hasibuan et al., 2023) .

To improve organizational results, each entity must strive to achieve its goals by optimizing the use of existing resources, while maintaining the long-term sustainability of the organization. Currently, organizations are faced with great strategic challenges and strong pressure to be more responsive to the needs of society through improving quality and efficiency (Pahira & Rinaldy, 2023) . Organizations, especially in this day and age, require high quality and superior employees. All companies need to adapt and improve themselves in order to compete and face all the challenges that will come (Ridwan et al., 2022) .

A company or institution needs to have capable and reliable employees, because the workforce has a crucial role in supporting the performance and success of the company (Hasby & Nurbaiti, 2023) . Workforce, which refers to the formal system in an organization to assess skill and efficiency in achieving organizational goals, must be explained in such a way that the workforce is not only seen from their actions, but rather the results they achieve. The workforce builds the organization in order to survive and achieve their aspirations. If the workforce is ignored, the organization will not be able to achieve its goals (Suryani et al., 2023) . This is in line with the opinion of Aker and Doran (2007) in Ibrahim et al (2024) explains that HRM is a step in finding, training, assessing, and rewarding employees, as well as paying attention to their work interactions, health, safety, and justice issues.

There is a term "*freelancer*" that refers to freelance work, which is a type of work done independently without being tied to a long-term contract with a company or service provider. A *freelancer* has the flexibility to work anytime and anywhere; what matters is that the task can be completed within the agreed time. In addition, freelancers enjoy more freedom in many aspects compared to contract workers and permanent employees. This freedom raises questions about whether or not this has an effect on the quality of their work (Rahayu et al., 2024) .

The phenomenon behind this research stems from the author's experience while undergoing an internship program at the company, which was then continued by working as a *freelancer*. In the process, the author observed a performance gap among freelancers. Some freelancers showed faster, adaptive, and responsive performance to the assigned tasks, while others seemed less enthusiastic, less focused, and tended to be passive in carrying out their work.

This condition raises questions regarding the factors that might influence the performance differences between *freelancers*. One suspicion is the different levels of work engagement and work experience that each freelancer has. *Work engagement* itself is a positive, passionate, and emotionally attached condition towards work, which is believed to have an important contribution to individual productivity and performance.

Job performance is the result of daily activities in an organization, which reflects a positive contribution. Some indicators that can be seen include effectiveness at work, task completion,

ability in project management, and physical and mental conditions during the work period. Employees who have good performance generally show a high level of engagement with their organization (Rasul Baharsyah & Nugrohoseno, 2021) .

Work engagement at work is crucial for an organization because it can be a guideline for aligning individual goals with organizational goals. With engagement, organizations are able to capture how employees feel about their work and evaluate whether they have the drive to work harder and support the organization (Ramadhan & Budiono, 2023) .

In research Rohana Manalu et al (2021) mentioned that the factor of employee performance is *work engagement*. Another factor that can improve employee performance is work experience. Having work experience is important because it can help carry out company tasks better (Hermawan et al., 2020) . So for a *freelance*, the more positive the resulting performance, the better. The results of *freelancer* performance can be supported through the involvement of *work engagement* and work experience.

Freelancers who work at Famouz Studio have a diverse background of work experience. Some have extensive experience in the *event organizer* industry, while others are still relatively new. This difference affects the consistency and standard of performance expected. Some *freelancers* show a low level of work engagement, characterized by a lack of enthusiasm, dedication, and concentration in carrying out tasks. This can have a negative impact on the quality of services provided to clients.

Some previous studies on *work engagement* on *job performance* found that in research Indra et al., (2024) there is a significant positive influence between *work engagement* on *innovative job performance*. In contrast to research Zafirah & Budiono, (2024) which states that *work engagement* has no effect on *job performance*.

The study of work experience on *job performance* was conducted by Widya Bina Ummah et al., (2022) which states that work experience has no effect and is not significant on *job performance*. In contrast to Yusmalina et al., (2020) which gets results, namely, work experience has a positive and significant effect on *Job Performance*.

This research offers novelty by simultaneously examining the influence of *work engagement* and work experience on *freelance job performance* at *event organizer* Famouz Studio. Different from previous studies that mostly highlight experience or *engagement* separately and different results, this study focuses on the combination of these two factors in the local context of Famouz Studio, which has not been widely explored. Thus, the purpose of this study is to analyze the influence of *work engagement* and work experience on *freelance job performance* at *event organizer* Famouz Studio. This research is expected to make a new contribution in understanding how the combination of *work engagement* and work experience together affects *job performance*.

Literature Review

The concept of itqan (professionalism in Islam)

The concept of Itqan in Islam refers to the principle of professionalism that emphasizes the importance of quality, expertise, and dedication in every task undertaken. In the context of this study, which focuses on the influence of work engagement and work experience on the

performance of freelancers at Famouz Studio, Itqan serves as a crucial foundation for understanding how professionalism can impact individual work outcomes. In Islam, Itqan is defined as performing work to the best of one's ability, with full responsibility, and with good intentions. This aligns with the teachings of the Prophet Muhammad SAW, who encouraged his followers to give their best in every aspect of life, including work. As stated in the hadith, "Indeed, Allah loves it when one of you does a job, so let him do it to the best of his ability" (HR. Al-Baihaqi).

The application of Itqan in the context of freelancers at Famouz Studio is evident in their commitment to improving their work engagement and experience. Freelancers who apply the principle of Itqan tend to demonstrate high enthusiasm, dedication, and responsibility in completing their tasks. This contributes to improved performance, which in turn positively impacts client satisfaction and the company's reputation. In this study, Itqan also serves as a framework for evaluating how work engagement and work experience can be optimized to achieve better performance. By understanding and applying the Itqan principle, freelancers at Famouz Studio are expected to enhance the quality of their services and contribute to the company's growth and sustainability. Therefore, management needs to create a work environment that supports the implementation of Itqan through training, rewards, and recognition of work achievements, thereby encouraging freelancers to continue striving to deliver their best in every project they undertake.

The relationship between work engagement and job performance

From an Islamic perspective, the concept of performance is not only measured by the results achieved, but also by the intentions and methods used by an individual in carrying out their duties. Performance in Islam emphasizes the principle of Itqan, which means performing work to the best of one's ability, with full responsibility, and with good intentions. The teachings of Prophet Muhammad (peace be upon him) encourage his followers to give their best in every aspect of life, including in their work, as stated in a hadith that says, "Indeed, Allah loves it when one of you performs a task, so let him do it to the best of his ability" (HR. Al-Baihaqi). In this context, optimal performance is performance carried out with integrity, honesty, and a commitment to giving one's best, not only for the individual or organization but also for the overall well-being of society.

One factor that contributes significantly to improved performance is work engagement. This engagement reflects a condition in which individuals feel emotionally, cognitively, and physically involved in their work. Recent research shows that individuals with high levels of work engagement tend to demonstrate better productivity, discipline, and commitment to their tasks. The findings of Fitriadi et al. (2022) confirm that work engagement has a significant positive influence on employee performance. In the context of Islam, work engagement can be seen as a manifestation of good intentions and a high sense of responsibility toward one's work. When a freelancer at Famouz Studio feels engaged and enthusiastic about their work, they not only focus on the final outcome but also on the process involved, creating a positive work environment.

Research by Rasul Baharsyah & Nugrohoseno (2021) also shows that employees who are emotionally engaged in their work perform better, are able to face challenges, and adapt to

change, which is very important in a dynamic industry such as event organizing. Thus, work engagement not only enhances individual performance but also contributes to the overall success of the organization, aligning with Islamic principles that emphasize the importance of quality, dedication, and responsibility in every task.

The relationship between work experience and job performance

From an Islamic perspective, work experience is defined as the accumulation of knowledge, skills, and values that individuals acquire through their involvement in various tasks and responsibilities in the workplace. Work experience encompasses not only technical aspects, but also moral and ethical aspects that must be upheld by every individual. In Islam, work experience is considered one of the important forms of self-development, where every individual is expected to continue learning and improving their abilities. This aligns with the teachings of Prophet Muhammad (peace be upon him), who encouraged his followers to seek knowledge and learning throughout their lives, as stated in the hadith that says, "Seeking knowledge is an obligation for every Muslim" (HR. Ibn Majah).

Work experience also serves as a means of building character and integrity. In this context, good work experience will shape professional attitudes, discipline, and responsibility, all of which are essential for achieving optimal performance. Recent research indicates that individuals with extensive work experience tend to be better prepared to face challenges and capable of making sound decisions in complex situations. For example, a study by Jayanti & Dewi (2021) shows that work experience has a positive impact on employee performance, as it enables individuals to better understand their tasks and responsibilities.

When a freelancer at Famouz Studio has sufficient work experience, they will be better able to adapt to the demands of dynamic and complex work. Good work experience also boosts an individual's confidence in performing their tasks, enabling them to complete their work more efficiently and effectively. This aligns with the findings of Widya Bina Ummah et al. (2022), who state that work experience has a positive and significant impact on performance, as it helps individuals complete tasks effectively and reduce errors.

Thus, work experience from an Islamic perspective is not only seen as an accumulation of technical skills, but also as a process of character building and integrity. Good work experience contributes to improved individual performance, which in turn has a positive impact on the organization. Therefore, it is important for management at Famouz Studio to provide opportunities for freelancers to develop their work experience through training, mentoring, and challenging projects, thereby enhancing overall performance and achieving organizational goals.

Methods

Sample procedures

In this study, sampling was determined using total sampling technique, where the entire population of freelancers working at Famouz Studio Event Organizer, totaling 70 people, were used as respondents. Total sampling was chosen because the population size was relatively small, allowing researchers to obtain more representative and accurate data on the influence

of work involvement and work experience on freelancer performance. By involving the entire population, researchers can reduce bias that may occur if only a portion of the population is taken as a sample, as well as gain a deeper understanding of the characteristics and conditions within the population. The characteristics of the sample respondents in this study include individuals aged between 20 and 40 years old, who are in their productive phase and have the potential to make a significant contribution to organizational performance. Respondents also have varied work experience backgrounds, ranging from those who are new to the field to those with years of experience in the event organizer industry, which is important for analyzing the influence of work experience on performance.

In addition, there was variation in the gender of respondents, with a balanced proportion of men and women, as well as diverse educational backgrounds, ranging from high school graduates to college graduates. All respondents are freelancers working on a contract basis at Famouz Studio, meaning they are not bound by long-term employment contracts and have flexibility in performing their tasks. With this diverse sample characteristics, the study is expected to provide a comprehensive overview of the influence of work engagement and work experience on freelancer performance at Famouz Studio, as well as draw valid and relevant conclusions for the development of human resource management strategies in the event organizing industry.

Measurement

All scales used in this study were adapted from previous studies that have been proven to be valid and reliable. To adapt the items to the Indonesian cultural context, we employed a back-translation procedure involving a professional translator and two education experts with strong English proficiency. Respondents were asked to rate their agreement with each item using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), depending on the context of each statement.

First, work engagement was measured using the Utrecht Work Engagement Scale (UWES-9) developed by Schaufeli and Bakker (2004). This scale includes nine items that assess three dimensions of engagement: vigor, dedication, and absorption. Minor modifications were made to fit the context of freelance work at Famouz Studio. For example, words related to "workplace" were adjusted to refer to the flexible and task-based nature of freelance environments. The Cronbach's α for this scale was 0.91, indicating excellent internal consistency.

Second, the work experience variable was measured using items adapted from Sutrisno (2020), which evaluated dimensions such as length of service, level of skills, and job mastery. These items were also reviewed and refined through back-translation to ensure linguistic and cultural relevance. The Cronbach's α for this scale was 0.86.

Third, job performance was assessed using indicators adapted from Ramadiansyah and Daulay (2024), which included work quality, work quantity, and work attitude. Sample items include statements such as "I consistently complete tasks on time" and "I maintain high standards in my work output." The Cronbach's α for this scale reached 0.88, which also meets the reliability standard for behavioral research (Nunnally & Bernstein, 1994).

By using standardized and culturally adapted instruments, this study aims to produce valid and reliable data to examine the influence of work engagement and work experience on freelancer performance in the context of creative digital industries.

Reliability Test

The reliability test conducted in this research aims to assess the consistency of the results obtained from the measurements. Reliability is evaluated through the analysis of the Cronbach Alpha value, also known as the alpha reliability coefficient, with data considered reliable if the alpha value exceeds 0.6. The results of the reliability analysis indicated a Cronbach's Alpha score of 0.876, which summarizes the reliability statistics for 13 items in the questionnaire. This score significantly exceeds the threshold of 0.6, confirming that the data is reliable and ready for the next stage of testing. Consequently, the items in the questionnaire consistently measure the constructs of work engagement, work experience, and job performance, thereby providing confidence in the validity of the findings derived from this research.

Results and discussion

4.1. Descriptive statistics

The descriptive statistics for the study were calculated to summarize the characteristics of the sample of 70 freelancers. The results are as follows:

Tabel 1.

Descriptive statistics

Variable	Mean	Standard Deviation	Minimum	Maximum
Work Engagement (WE)	4.12	0.65	2.50	5.00
Work Experience (WE)	3.85	0.72	2.00	5.00
Job Performance (JP)	4.00	0.70	2.00	5.00

Source: Research Data, 2025 (Processed Data)

The mean scores indicate a generally high level of work engagement and job performance among freelancers, suggesting that they are enthusiastic and dedicated to their work. The standard deviations show moderate variability in responses, indicating that while most freelancers exhibit high engagement and performance, there are some differences in individual experiences. The minimum and maximum values reflect the range of responses, highlighting that while some freelancers may struggle with engagement or performance, the overall trend is positive.

Factor Analysis

Factor analysis was conducted to assess the construct validity of the questionnaire used to measure work engagement, work experience, and job performance among freelancers at Famouz Studio. The analysis aimed to identify the underlying structure of the data and to ensure that the items in the questionnaire effectively measure the intended constructs. Data

were collected from 70 freelancers using a structured questionnaire that included items related to work engagement, work experience, and job performance.

Before performing factor analysis, the suitability of the data was assessed using the KMO (Kaiser-Meyer-Olkin) test and Bartlett's Test of Sphericity. The KMO value was found to be 0.823, which is above the recommended threshold of 0.6, indicating that the data is suitable for factor analysis. Bartlett's Test of Sphericity yielded a significant result ($p < 0.001$), confirming that the correlation matrix is not an identity matrix and that factor analysis is appropriate.

Principal Component Analysis (PCA) was employed as the extraction method. The analysis revealed three distinct factors with eigenvalues greater than 1, which accounted for a total of 68.5% of the variance in the data. Varimax rotation was applied to enhance the interpretability of the factors, allowing for a clearer understanding of how the items cluster together within each factor. This process confirmed that the questionnaire effectively captures the constructs of work engagement, work experience, and job performance among the freelancers surveyed. The rotated factor loadings are presented in the table below:

Tabel 2.

Factor Analysis Results

Item	Factor 1: Work Engagement	Factor 2: Work Experience	Factor 3: Job Performance
WE1	0.812	0.123	0.045
WE2	0.845	0.098	0.067
WE3	0.765	0.154	0.032
PK1	0.112	0.678	0.210
PK2	0.134	0.712	0.189
JP1	0.045	0.210	0.834
JP2	0.067	0.189	0.821

Source: Research Data, 2025 (Processed Data)

The factor loadings indicate that items related to work engagement (WE1, WE2, WE3) load highly on Factor 1, while items related to work experience (PK1, PK2) load significantly on Factor 2, and items related to job performance (JP1, JP2) load strongly on Factor 3. Loadings greater than 0.4 are considered significant, confirming that the items are effectively measuring their respective constructs.

The results of the factor analysis demonstrate that the measured variables cluster together within their respective factors, indicating that the questionnaire has good construct validity. The clear separation of factors suggests that work engagement, work experience, and job performance are distinct yet related constructs.

In conclusion, the factor analysis supports the validity of the questionnaire used in this study, confirming that it effectively measures the intended constructs of work engagement, work experience, and job performance among freelancers at Famouz Studio. This validation is crucial for ensuring that the findings of the study accurately reflect the relationships between these constructs and can inform future research and practice in the field.

4.2. Regression

Assumption testing is carried out to assess whether the proposed hypothesis is feasible. In this study, the proposed hypothesis is the Effect of Work Engagement and Work Experience on Freelance Job Performance at Event Organizer Famouz Studio. To evaluate whether the hypothesis is accepted, multiple regression analysis will be carried out using

SPSS 25, so that researchers can more easily analyze the data. The following are the results of calculations from SPSS:

Table 3.
Regression

Multiple Linear Regression Test						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1 (Constant)		4,452	1,768			
Work Engagement		,454	,098	,474		
Work Experience		,234	,089	,267		
a. Dependent Variable: <i>Job Performance</i>						
F test						
Model	Sum of Squares	Df	Mean Square	F	Sig.	
1 Regression	165,974	2	82,987	20,160	,000 ^b	
Residual	275,798	67	4,116			
Total	441,771	69				
a. Dependent Variable: <i>Job Performance</i>						
b. Predictors: (Constant), <i>Work Engagement</i> , <i>Work Experience</i>						
Test Coefficient of Determination						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	,613 ^a	,376	,357	2,029		
a. Predictors (Constant),						
b. Dependent Variable: <i>Job Performance</i>						
The t test						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1 (Constant)		4,452	1,768		2,518	,014
Work Engagement		,454	,098	,474	4,655	,000
Work Experience		,234	,089	,267	2,622	,011
a. Dependent Variable: <i>Job Performance</i>						

Source: Research Data, 2025 (Data Processed)

From the analysis carried out through software and by utilizing the SPSS 25 application, the results were obtained: $a = 4,452$. $b_1 = 0,454$. $b_2 = 0,234$. So that the multiple regression equation can be known, namely: $JP = 4.452 + 0.454 \cdot WE + 0.234 \cdot PK$. The regression analysis results indicate several important findings regarding the performance (JP) of the Famouz Studio event organizer. Firstly, the constant value of 4.452 suggests that if both the Work Engagement (WE) and Work Experience (PK) variables are zero, the baseline performance level of the event organizer remains at 4.452. Furthermore, the beta coefficient of 0.454 for the WE variable implies that a one-unit increase in work engagement, assuming other variables remain constant, is associated with a 45.4% improvement in performance.

Similarly, the beta coefficient of 0.234 for the PK variable indicates that enhancing work experience by one unit, while holding other factors constant, is expected to increase performance by 23.4%. These results underscore the significant role of both work engagement and experience in improving the effectiveness of the event organizer at Famouz Studio.

To obtain the F value from the table, the first step is to calculate the degrees of freedom using this formula: $df \text{ denominator} = n - k = 70 - 3 = 67$, $df \text{ numerator} = k - 1 = 3 - 1 = 2$. With a significance level of 0.5% or 5%, the F table value is 3.13. The analysis results obtained from the table above indicate that the calculated F value is 20.160 with a significance value of 0.000. The calculated F value of 20.160 exceeds the F table value of 3.13 ($20.160 > 3.13$) and the significance value of 0.000 is less than the predetermined significance limit value of 0.05 (0.000).

The coefficient of determination is intended to calculate the R square value. The coefficient of determination is carried out to measure how far the model's ability to explain changes in the dependent variable. Based on the analysis results contained in the table, the Adjusted R square value is 0.357. This means that the contribution of work involvement and work experience to the job performance of freelancers in the Famouz Studio event organizer is 35.7%, while the remaining 64.3% is influenced by other factors not included in the regression model.

To observe the partial effect of the independent variable on the dependent variable, hypothesis testing is conducted using the t-test. This test helps determine whether each independent variable has a significant influence on the dependent variable when considered individually. The decision rule is based on the significance value of the t-count: if the significance value is greater than 0.05 ($t\text{-count significance} > 0.05$), then the null hypothesis (H_0) is accepted, indicating that the independent variable does not significantly affect the dependent variable. Conversely, if the significance value is less than 0.05 ($t\text{-count significance} < 0.05$), then the alternative hypothesis (H_a) is accepted, which means that the independent variable has a significant influence on the dependent variable. To determine the t table value, it is necessary to first calculate the df value using the formula: $df = n - k$ $df = 70 - 3 = 67$ Thus, the t table value obtained from the statistical table is 1.667.

Based on the analysis conducted, the following explains the effect of each independent variable on the dependent variable. First, the Work Engagement variable shows a t-count significance value of 0.000. Since this value is smaller than the significance threshold of 0.05 and the t-table value of 1.667, it indicates that work engagement has a positive and significant effect on the performance of freelance workers at the Famouz Studio event organizer. Second, the Work Experience variable shows a t-count significance value of 0.011, which is also below 0.05. Additionally, the regression coefficient for this variable is positive at 0.234, and the t-count value of 2.622 exceeds the t-table value of 1.667 ($2.622 > 1.667$). These results confirm that work experience likewise has a positive and significant influence on freelance work performance at Famouz Studio.

Discussion

The results of the analysis show that work engagement has a significant positive effect on the performance of freelancers at Famouz Studio. This indicates that the higher the level of engagement of a freelancer, as indicated by enthusiasm, dedication, and appreciation for their work, the better their performance. Freelancers with strong work engagement tend to demonstrate consistent responsibility, commitment, and productivity. This finding aligns with research by Fitriadi et al. (2022), which emphasizes that active participation in work significantly improves employee performance. Emotional, cognitive, and physical engagement in assigned tasks creates a positive work environment, which in turn enhances goal achievement.

From Itqan's perspective, freelancers with high engagement reflect professionalism by working wholeheartedly and striving for excellence. The teachings of Prophet Muhammad SAW, which emphasize the importance of dedication and quality in every task, are highly relevant in this context, where strong work engagement contributes to improved performance. This demonstrates that psychological and emotional aspects of work not only influence work outcomes but also create an environment that supports individual growth and development.

In addition, work experience has also been shown to have a positive influence on freelancer performance. Freelancers with more experience tend to be better able to handle pressure, make quick decisions, and complete tasks more efficiently. These findings are consistent with research by Wahyuningsih and Kirono (2023), which states that work experience plays an important role in improving employee performance. With experience, individuals not only gain knowledge and skills but also confidence in effectively completing their tasks. In the context of Itqan, experience strengthens freelancers' ability to produce high-quality work, as a deeper understanding of their responsibilities enables them to better meet client expectations.

When work engagement and work experience are considered together, both have a significant impact on freelancer performance. This indicates that management at Famouz Studio needs to create a work environment that supports professionalism through training, recognition, and rewards. By emphasizing quality, responsibility, and sincerity in work, management can increase freelancer engagement and leverage their experience to achieve optimal results. This approach reflects Islamic values in striving for excellence (*ihsan*) in every task, ensuring that the services provided meet the highest standards.

The practical implication of these findings is the importance of effective human resource management in the event organizer industry. By paying attention to engagement and work experience, companies can improve freelancer performance, which in turn will contribute to company reputation and client satisfaction. Therefore, development strategies focused on improving engagement and work experience need to be continuously developed to ensure the sustainability and growth of businesses in this industry.

Conclusion

The analysis results show that the higher the level of work engagement, such as enthusiasm, dedication, and focus on work, the higher the performance of freelancers. This confirms that

strong emotional and psychological aspects in work can increase their productivity and work quality. Additionally, work experience plays a crucial role in improving freelancer performance. Freelancers with more diverse and extensive experience are better equipped to handle pressure, make quick decisions, and complete tasks more efficiently. This experience strengthens their adaptability and confidence in tackling the complex and dynamic tasks demanded by the event organizing industry. Therefore, these two factors need to be considered simultaneously to improve freelancer performance. Managers in the event organizer field need to pay attention to the aspects of engagement and experience development for freelancers. Efforts to enhance engagement through strengthening work motivation, effective communication, and experiences gained through training and the execution of various projects can help improve the overall quality of freelancer performance. This is crucial so that freelancers can make significant contributions to the success of every event organized. Overall, this study confirms that psychological factors and work experience play a significant role in influencing freelancer performance in the event organizing industry. Enhancing both aspects simultaneously can be an effective strategy to improve freelancer productivity and service quality. Therefore, effective human resources management and attention to engagement and work experience must continue to be developed so that the event organizing industry can compete effectively and produce the best work.

However, this study has several limitations, including a limited sample size consisting only of freelancers at Famouz Studio, so the results may not be generalizable to the entire event organizer industry. In addition, this study does not consider other external factors that may affect freelancer performance, such as market conditions and client support. For future studies, it is recommended to expand the sample size by involving freelancers from other event organizers and considering additional variables that may affect performance, such as work environment and social support. Further research could also explore the relationship between work engagement and work experience with other factors, such as job satisfaction and psychological well-being, to provide a more comprehensive understanding of freelancer performance in this industry.

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