

## **ABSTRACT**

*The purpose of this researched is to know the comparison of work motivation in based on education background and gender, and the influence of employee work loyalty in PT XYZ . The object of this research is non technical employee in PT XYZ that located in Sunter, North Of Jakarta. This research was done to 50 respondents by using quantitative-descriptive approach. Thus, data analysis which is used are regression analysis statistic test and mann whitney test.*

*The result of this research showing that on simultaneously and partially, the variable of work motivation is based on education background and the gender that influence of employee work loyalty on PT XYZ, however work motivation based on educational background and the gender were have significant comparison to influence employee work loyalty in PT XYZ from the Senior High School Education Background with Academy Background. Therefore the assumption accepted showing there is influence between work motivation based on education background and the gender, with significant comparison between work loyalty based on Senior High School Education Background and Academy Education Background to influence Employee work loyalty in PT XYZ.*

**Key Words:** *Work Motivation, Education Background, Gender, and Work Loyalty*

## **ABSTRAK**

Tujuan dari penelitian ini adalah untuk mengetahui perbandingan motivasi kerja karyawan berdasarkan latar belakang pendidikan dan jenis kelamin serta pengaruhnya terhadap loyalitas kerja karyawan PT XYZ. Objek penelitian ini adalah karyawan non teknikal di PT XYZ Sunter Jakarta Utara. Penelitian ini dilakukan terhadap 50 responden dengan menggunakan pendekatan deskriptif kuantitatif. Karena itu analisis data yang digunakan adalah analisis statistik dalam bentuk uji regresi sederhana dan uji beda *mann whitney*.

Hasil penelitian ini menunjukkan bahwa secara parsial dan simultan, variabel motivasi kerja karyawan berdasarkan latar belakang pendidikan dan jenis kelamin berpengaruh terhadap loyalitas kerja karyawan di PT XYZ, serta terdapat perbedaan loyalitas kerja karyawan antara pendidikan SMA dengan D3. Oleh karena itu hasil uji dari penelitian ini menyatakan bahwa terdapat pengaruh secara simultan antara motivasi kerja karyawan berdasarkan latar belakang pendidikan dan jenis kelamin, dengan perbedaan loyalitas kerja berdasarkan latar belakang pendidikan SMA dengan D3.

**Kata Kunci:** Motivasi Kerja, Latar Belakang Pendidikan, Jenis Kelamin, dan Loyalitas Kerja