

ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh kepuasan kerja, gaya kepemimpinan transformasional dan motivasi kerja terhadap loyalitas karyawan di PT. ADS, Jakarta Barat. Populasinya adalah seluruh karyawan yang bekerja di PT. ADS, Jakarta Barat berjumlah 85 orang. Pengambilan sampel menggunakan metode sampel jenuh dikarenakan jumlah karyawan kurang dari 100. Data yang diperoleh diolah menggunakan teknik analisis SEM dengan software Smart PLS. Hasil penelitian ini menunjukkan bahwa kepuasan kerja berpengaruh positif dan signifikan terhadap loyalitas karyawan. Gaya kepemimpinan transformasional berpengaruh positif dan signifikan terhadap loyalitas karyawan. Motivasi kerja berpengaruh positif dan signifikan terhadap loyalitas karyawan.

Kata kunci: Kepuasan Kerja, Gaya Kepemimpinan Transformasional, Motivasi Kerja, Loyalitas Karyawan.



ABSTRACT

This study aims to analyze the effect of job satisfaction, transformational leadership style and work motivation on employee loyalty at PT. ADS, West Jakarta. The population is all employees who work at PT. ADS, West Jakarta amounted to 85 people. Sampling using the saturated sample method because the number of employees is less than 100. The data obtained is processed using SEM analysis techniques with Smart PLS software. The results of this study indicate that job satisfaction has a positive and significant effect on employee loyalty. Transformational leadership style has a positive and significant effect on employee loyalty. Work motivation has a positive and significant effect on employee loyalty.

Keywords: Job Satisfaction, Transformational Leadership Style, Work Motivation, Employee Loyalty.

