

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh motivasi, komitmen karyawan dan kepuasan kerja karyawan terhadap loyalitas kerja karyawan bagian loket di PT. Transportasi Jakarta. Populasi adalah 70 karyawan bagian loket koridor 5 PT. Transportasi Jakarta. Metode penarikan data menggunakan teknik sampling jenuh dan metode analisis yang digunakan *component* atau *variance based structural equation model* dimana dalam pengolahan datanya menggunakan program *Partial Least Square (Smart-PLS)* versi 3.0 PLS. Hasil penelitian ini menunjukkan bahwa motivasi, komitmen karyawan dan kepuasan kerja karyawan berpengaruh positif dan signifikan terhadap loyalitas kerja.

Kata Kunci: Motivasi, Komitmen, Kepuasan Kerja, loyalitas kerja.



ABSTRACT

This study aims to analyze the influence of motivation, commitment, and job satisfaction of employees at the stage of job loyalty of employees at the counter at PT. Jakarta Transportation. The population is 70 employees of the counter in corridor 5. The data retrieval method uses a saturated sampling technique and the analysis method used a component or variance based structural equation model where the data processing uses the Partial Least Square (Smart-PLS) version 3.0 PLS program. The results of this study indicate that motivation employee commitment and employee job satisfaction have a positive and significant effect on job loyalty.

Keyword: motivation, commitment, job satisfaction, job loyalty

