

ABSTRAK

Penelitian ini mempunyai topik “Mampukah Motivasi Kerja dan Kompensasi Mempengaruhi Loyalitas Karyawan PT Jamparing Masagi”. Pengamatan dan data yang akan dianalisis dikumpulkan secara primer menggunakan kuesioner. Sementara itu objek penelitiannya adalah karyawan PT Jamparing Masagi yang berjumlah 55 orang. Kuesioner terdiri dari 55 pernyataan mengenai motivasi kerja dan kompensasi terhadap loyalitas karyawan. Proses pengumpulan data yang dilakukan adalah penelitian lapangan dengan melakukan wawancara baik secara langsung maupun tidak langsung. Objek Penelitian yang diteliti adalah hubungan antara motivasi kerja dan kompensasi dengan loyalitas karyawan PT Jamparing Masagi.

Berdasarkan hasil dari analisis data kuesioner maka dimensi motivasi kerja (kebutuhan akan prestasi, kebutuhan akan afiliasi, dan kebutuhan akan kekuasaan) pada PT Jamparing Masagi memiliki nilai rata-rata frekuensi tertinggi 4.25, sedangkan nilai rata-rata frekuensi terendah 3.69. Dimensi kompensasi (kompensasi langsung dan kompensasi tidak langsung) pada PT Jamparing Masagi memiliki nilai rata-rata frekuensi tertinggi 4.78, sedangkan nilai rata-rata frekuensi terendah 3.72. Dimensi loyalitas karyawan (kesediaan dan kepatuhan) pada PT Jamparing Masagi memiliki nilai rata-rata frekuensi tertinggi 4.60, sedangkan nilai rata-rata frekuensi terendah 3.87. Motivasi kerja dan kompensasi berpengaruh signifikan terhadap kepuasan kerja di PT Jamparing Masagi.

Kata kunci : PT Jamparing Masagi, Motivasi Kerja, Kompensasi, Loyalitas Karyawan

ABSTRACT

This research has the topic of “Can Work Motivation and Compensation Affect to The Employee Loyalty of PT Jamparing Masagi”. Observations and primary data to be analyzed were collected using a questionnaire. Meanwhile, the object of his research was all employee of the PT Jamparing Masagi, comprising 55 people. The questionnaire consists of 55 statements regarding work motivation and compensation on the employee loyalty. The data collection process carried out is field research by conducting interviews both directly and indirectly. The research object examined was the relationship between work employee and compensation with employee loyalty at the PT Jamparing Masagi.

Based on the results of questionnaire data analysis, the dimensions of work motivation (achievement needs, affiliation needs, and power needs) at the PT Jamparing Masagi have the highest average frequency value of 4.25, while the lowest frequency average value is 3.69. The dimensions of the compensation (direct compensation and indirect compensation) at the PT Jamparing Masagi have the highest average value of frequency 4.78, while the lowest average frequency value is 3.72. Dimensions of the employee loyalty (obedience and readiness) at the PT Jamparing Masagi has the highest average frequency value of 4.60, while the lowest average frequency value is 3.87. Work motivation and compensation have a significant effect to the employee loyalty at the PT Jamparing Masagi.

Key word : PT Jamparing Masagi, Work Motivation, Compensation, Employee Loyalty