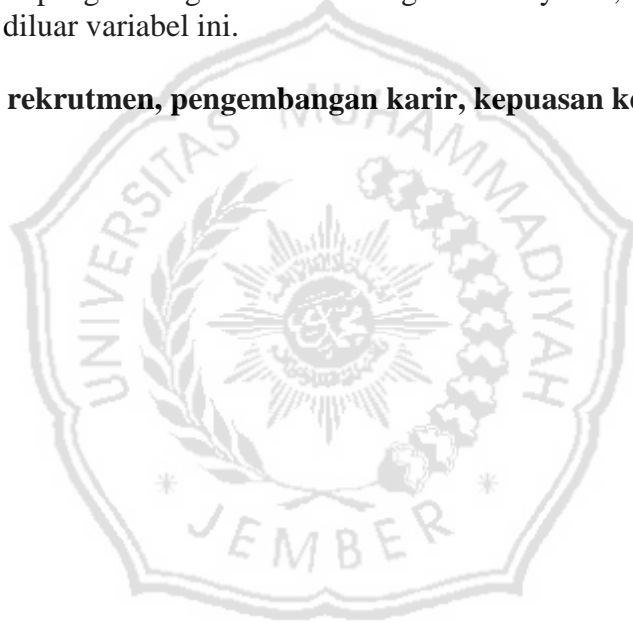


ABSTRAK

Penelitian bertujuan menganalisis pengaruh rekrutmen, dan pengembangan karir terhadap kepuasan kerja karyawan pada Universitas Muhammadiyah Jember. Jenis penelitian menggunakan data kuantitatif. Populasi dalam penelitian ini adalah seluruh karyawan Universitas Muhammadiyah Jember, yakni sebesar 125 karyawan. Sampel yang diambil adalah 50 responden dengan teknik *proporsional sampling*. Alat analisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa kualitas pelayanan, lokasi dan harga memiliki nilai koefisien positif, artinya jika rekrutmen, dan pengembangan karir secara parsial berpengaruh signifikan terhadap kepuasan kerja karyawan. Analisis koefisien determinasi menunjukkan bahwa 56,4% kepuasan kerja karyawan dipengaruhi oleh rekrutmen dan pengembangan karir. Sedangkan sisanya 43,6% dipengaruhi oleh variabel lain diluar variabel ini.

Kata kunci: rekrutmen, pengembangan karir, kepuasan kerja karyawan



ABSTRACT

The research aims to analyze the effect of recruitment, and career development on employee job satisfaction at Muhammadiyah University of Jember. This type of research uses quantitative data. The population in this study is all employees of Muhammadiyah University of Jember, which amounted to 125 employees. Samples taken were 50 respondents with proportional random sampling technique. Analyzer use doubled linear regresi. Hasil research indicate that quality of service, location and price have positive coefficient value, that is if if recruitment, and career development partially or simultan have significant effect to employee working power. Analisis coefficient of determination show that 56,4% employee job satisfaction influenced by recruitment and career development. While the remaining 43,6% influenced by other variables outside this variable.

Keywords: recruitment, career development, employee job satisfaction

