

ABSTRAK

Penelitian ini dilatarbelakangi oleh masih rendahnya tingkat loyalitas karyawan pada PT Revona Karya Bersama Kabupaten Malang yang diduga dipengaruhi oleh kepuasan kerja, lingkungan kerja, dan pengembangan karir. Kondisi tersebut tercermin dari hasil pra-penelitian yang menunjukkan bahwa sebagian besar karyawan belum merasa puas terhadap kompensasi yang diterima, menilai lingkungan kerja belum sepenuhnya kondusif, serta menganggap kesempatan pengembangan karir masih kurang jelas sehingga berdampak pada rendahnya keinginan untuk bertahan di perusahaan. Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kepuasan kerja, lingkungan kerja, dan pengembangan karir, baik secara parsial maupun simultan, terhadap loyalitas karyawan pada PT Revona Karya Bersama Kabupaten Malang. Penelitian menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatori. Populasi penelitian adalah seluruh karyawan PT Revona Karya Bersama Kabupaten Malang dengan teknik sampling jenuh sehingga seluruh anggota populasi dijadikan sampel penelitian. Data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, serta koefisien determinasi. Hasil penelitian menunjukkan bahwa kepuasan kerja, lingkungan kerja, dan pengembangan karir berpengaruh positif dan signifikan terhadap loyalitas karyawan, baik secara parsial maupun simultan. Variabel pengembangan karir merupakan variabel yang memberikan pengaruh paling dominan terhadap loyalitas karyawan. Temuan ini menunjukkan bahwa peningkatan kepuasan kerja, terciptanya lingkungan kerja yang kondusif, serta tersedianya program pengembangan karir yang jelas mampu meningkatkan loyalitas karyawan pada PT Revona Karya Bersama Kabupaten Malang.

Kata Kunci: Kepuasan Kerja, Lingkungan Kerja, Pengembangan Karir, Loyalitas Karyawan.

ABSTRACT

This study was motivated by the relatively low level of employee loyalty at PT Revona Karya Bersama, Malang Regency, which is presumed to be influenced by job satisfaction, work environment, and career development. This condition was reflected in the preliminary study, which indicated that most employees were dissatisfied with the compensation they received, perceived the work environment as not fully conducive, and considered career development opportunities to be unclear, thereby reducing their intention to remain with the company. The purpose of this study was to examine and analyze the effect of job satisfaction, work environment, and career development, both partially and simultaneously, on employee loyalty at PT Revona Karya Bersama, Malang Regency. This study employed a quantitative approach using an explanatory research design. The population consisted of all employees of PT Revona Karya Bersama, Malang Regency, and a saturated sampling technique was applied, in which all members of the population were used as the research sample. Data were collected through questionnaires and analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2). The results showed that job satisfaction, work environment, and career development had a positive and significant effect on employee loyalty, both partially and simultaneously. Career development was identified as the most dominant variable influencing employee loyalty. These findings indicate that improving job satisfaction, creating a conducive work environment, and providing clear and sustainable career development programs can significantly enhance employee loyalty at PT Revona Karya Bersama, Malang Regency.

Keywords: Job Satisfaction, Work Environment, Career Development, Employee Loyalty.