ABSTRAK

PENGARUH KOMPENSASI FINANSIAL DAN KOMPENSASI NON-FINANSIAL TERHADAP LOYALITAS KARYAWAN PT ARTERIA DAYA MULYA CIREBON 2019

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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) pengaruh kompensasi finansial terhadap loyalitas karyawan; (2) pengaruh kompensasi non-finansial terhadap loyalitas karyawan; (3) pengaruh kompensasi finansial dan kompensasi non-finansial terhadap loyalitas karyawan.

Penelitian ini merupakan penelitian survey dengan pendekatan kuantitatif. Penelitian dilaksanakan di PT Arteria Daya Mulya Cirebon. Populasi dalam penelitian ini adalah karyawan tetap PT Arteria Daya Mulya Cirebon sebanyak 947 karyawan. Teknik sampling yang digunakan adalah *purposive sampling*. Sampel penelitian sebanyak 50 karyawan bagian produksi. Data dikumpulkan dengan menggunakan kuesioner. Analisis data menggunakan regresi linear berganda

Hasil penelitian menunjukan bahwa: (1) kompensasi finansial berpengaruh positif terhadap loyalitas karyawan; (2) kompensasi non-finansial berpengaruh positif terhadap loyalitas karyawan; dan (3) kompensasi finansial dan kompensasi non-finansial berpengaruh positif terhadap loyalitas karyawan.

Kata kunci: kompensasi finansial, kompensasi non-finansial, dan loyalitas karyawan.

ABSTRACT

THE INFLUENCE OF FINANCIAL COMPENSATION AND NON-FINANCIAL COMPENSATION ON THE LOYALTY OF EMPLOYEES PT ARTERIA DAYA MULYA CIREBON

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The research aimed to asses: (1) the effect of financial compensation on employee loyalty; (2) the effect of non-financial compensation on employee loyalty; and (3) the effect of financial compensation and non-financial compensation on employee loyalty.

This research was a survey used a quantitative approach. This research was conducted in PT Arteria Daya Mulya Cirebon. The research population were PT Arteria Daya Mulya Cirebon employee covered 947 employees. The research sampling technique was a purposive sampling. The research sample consisted of 50 worker from production divison. The data collection method was a questionnaire. The data analysis technique was linear regression.

The result of data showed that: (1) financial compensation had a positive effect on employee loyalty; (2) non-financial compensation had a positive effect on employee loyalty; and (3) financial compensation and non financial compensation were predictors of employee loyalty.

Keywords*: financial compensation, non-financial compensation, and employee loyalty.*