

## ABSTRAK

### PENGARUH KEPUASAN KERJA DAN PENGALAMAN KERJA TERHADAP LOYALITAS KARYAWAN

Studi Kasus Pada PT. Dong Young Tress Indonesia

Adhitya Yudhi Sasongko

Universitas Sanata Dharma

Yogyakarta, 2018

Penelitian ini bertujuan untuk menganalisis pengaruh kepuasan kerja dan pengalaman kerja terhadap loyalitas karyawan di PT. Dong Young Tress Indonesia. Sampel dari penelitian ini adalah para karyawan PT. Dong Young Tress Indonesia yang berjumlah 100 orang. Data dikumpulkan menggunakan kuesioner, skala pengukurannya menggunakan skala Likert. Pada analisis data menggunakan uji regresi linear berganda dengan SPSS.

Dari hasil analisis dapat diketahui bahwa variabel kepuasan kerja berpengaruh terhadap loyalitas karyawan. Variabel pengalaman kerja tidak berpengaruh terhadap loyalitas karyawan. Dan variabel kepuasan kerja dan pengalaman kerja berpengaruh secara simultan terhadap loyalitas karyawan PT. Dong Young Tress Indonesia. Hal ini berarti semakin baik atau tinggi kepuasan kerja maka diharapkan loyalitas karyawan semakin tinggi pula.

**Kata Kunci: Kepuasan Kerja, Pengalaman Kerja dan Loyalitas Karyawan.**

**ABSTRACT**

**THE INFLUENCE F JOB SATISFACTION AND WORK EXPERIENCE  
ON THE LOYALTY OF EMPLOYEE'S**

A Case Study at PT. Dong Young Tress Indonesia

Adhitya Yudhi Sasongko

Sanata Dharma University

Yogyakarta 2018

The purpose of this study is to determine the effects of job satisfaction and work experience on the loyalty of employees PT. Dong Young Tress Indonesia Company. Sample of this research is employees of PT. Dong Young Tress Indonesia that totaled 100 people. Data were collected using a questionnaire, using a likert scale measurement scale. In the analysis of data using multiple linear regression with SPSS.

From the result of data analysis known that the job satisfaction variable has a effect on the loyalty of employees. The variable of work experience has no effect on employees loyalty. And the variable job satisfaction and work experience has a effect simultaneously on the loyalty of employees at PT. Dong Young Tress Indonesia This mean that the higher of job satisfaction it is expected that the loyalty of employees is getting higher as well.

**Keyword: job satisfaction, work experience, and loyalty of employees**