

ABSTRAK

**KONTRIBUSI GAYA KEPEMIMPINAN, MOTIVASI KERJA, DAN LINGKUNGAN KERJA
TERHADAP LOYALITAS KARYAWAN HS SILVER KOTAGEDE**

Witur Agustiningrum

Universitas Sanata Dharma

2013

Penelitian ini bertujuan untuk mengetahui seberapa besar kontribusi gaya kepemimpinan, motivasi kerja, dan lingkungan kerja terhadap loyalitas karyawan HS Silver Kotagede.

Penelitian ini merupakan jenis penelitian eksplanatif yang dilaksanakan bulan Desember 2012. Populasi dari penelitian adalah seluruh karyawan HS Silver Kotagede yang berjumlah 35 karyawan. Sampel diambil dengan teknik sampling jenuh. Data dikumpulkan menggunakan kuesioner, observasi dan wawancara. Sebelum melakukan pengujian hipotesis, dilakukan uji instrumen yaitu uji validitas dan reliabilitas, selanjutnya dengan uji prasyarat yaitu uji multikolinieritas, uji heteroskedastisitas, uji autokorelasi lalu uji hipotesis dengan uji T dan uji F. Data dianalisis dengan menggunakan analisis regresi berganda.

Hasil penelitian ini menunjukkan bahwa : (1) Gaya kepemimpinan berkontribusi secara signifikan terhadap loyalitas karyawan 22,3% ($\text{sig}=0,009<0,05$), (2) Motivasi kerja berkontribusi secara signifikan terhadap loyalitas karyawan sebesar 42,8% ($\text{sig}=0,001<0,05$), (3) Lingkungan kerja berkontribusi secara signifikan terhadap loyalitas karyawan sebesar 34,8% ($\text{sig}=0,018>0,05$), dan (4) Variasi variabel loyalitas karyawan dijelaskan oleh gaya kepemimpinan, motivasi kerja dan lingkungan kerja sebesar 60,4%, dan 39,6% sisanya dijelaskan oleh variabel yang lain di luar model penelitian.

ABSTRACT

THE CONTRIBUTION OF LEADERSHIP STYLE, WORKING MOTIVATION, AND WORKING ENVIRONMENT ON THE LOYALTY OF EMPLOYEES IN HS SILVER KOTAGEDE

Witur Agustiningrum

Sanata Dharma University

2013

This study aims to determine how much the contribution of leadership style, working motivation, and working environment on the loyalty of employees in HS Silver Kotagede.

This research is an explanative research conducted in December 2012. The population of the study were 35 employees of HS Silver Kotagede. Samples were taken by a saturated sampling technique. Data were collected by using questionnaires, observation, and interview. Before testing the hypothesis, validity, and reliability were tested, then by applying the prerequisite test, multicollinearity, heteroscedasticity, autocorrelation were tested by test T and test F. Data were analyzed by using multiple regression analysis.

The results of this study show that : (1) leadership style contributes significantly to the loyalty of employees at 22,3% (sig=0,009<0,05), (2) working motivation contributes significantly to the loyalty of employees at 42,8% (sig=0,001<0,05), (3) working environment contributes significantly to the loyalty of employees at 34,8% (sig=0,018>0,05), and (4) the loyalty of employees variable variation explained by leadership style, working motivation, and working environment at 60,4%, and 39,6% is explained by other variables outside the study model.