

ABSTRAK

**PENGARUH KOMPENSASI, LINGKUNGAN KERJA
DAN GAYA KEPEMIMPINAN TERHADAP
LOYALITAS KARYAWAN**

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Penelitian ini bertujuan untuk mengetahui apakah ada pengaruh : 1) kompensasi terhadap loyalitas karyawan, 2) lingkungan kerja terhadap loyalitas karyawan, 3) gaya kepemimpinan terhadap loyalitas karyawan, 4) kompensasi, lingkungan kerja, dan gaya kepemimpinan terhadap loyalitas karyawan.

Penelitian studi kasus ini dilaksanakan di CV. Cemerlang Baru pada bulan Oktober-November 2007. Populasi dalam penelitian ini adalah karyawan CV. Cemerlang Baru. Ukuran sampel adalah 39 karyawan. Teknik pengumpulan data yang digunakan adalah kuesioner dan wawancara.

Untuk mengetahui pengaruh kompensasi terhadap loyalitas karyawan, lingkungan kerja terhadap loyalitas karyawan, dan gaya pemepimpinan terhadap loyalitas karyawan digunakan teknik analisis regresi linier. Sedangkan untuk mengetahui pengaruh kompensasi, lingkungan kerja, dan gaya kepemimpinan terhadap loyalitas karyawan digunakan teknik analisis regresi ganda.

Hasil penelitian menunjukkan bahwa: 1) ada pengaruh positif kompensasi terhadap loyalitas karyawan ($r_{hitung} = 0,539$ dengan $\rho = 0,000 < \alpha = 0,05$). 2) ada pengaruh positif lingkungan kerja terhadap loyalitas karyawan ($r_{hitung} = 0,712$ dengan $\rho = 0,000 < \alpha = 0,05$). 3) tidak ada pengaruh gaya kepemimpinan terhadap loyalitas karyawan ($r_{hitung} = 0,287$ dengan $\rho = 0,077 > \alpha = 0,05$). 4) ada pengaruh positif kompensasi, lingkungan kerja, dan gaya kepemimpinan terhadap loyalitas karyawan ($R_{y(1,2,3)} = 0,748$ dengan $\rho = 0,000 < \alpha = 0,05$).

ABSTRACT**THE INFLUENCE OF COMPENSATION, WORKING ENVIRONMENT
AND THE STYLE OF LEADERSHIP TOWARDS THE LOYALTY OF
EMPLOYEES**

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This research aims to know whether there are influences of : 1) compensation towards the loyalty of the employees, 2) working environment towards the loyalty of the employees, 3) the style of leadership towards the loyalty of the employees, 4) compensation, working environment and the style of leadership towards the loyalty of employees.

This research is a case study and was carried out at CV. Cemerlang Baru from October to November 2007. The population of this research were CV. Cemerlang Baru's employees. The samples were 39 employees. The techniques of data collection were questionnaire and interview.

To know the influence of compensation towards the loyalty of the employees, working environment towards the loyalty of the employees, and leadership toward the loyalty of the employees, linier regression analysis technique was used. Meanwhile, to know the influence of compensation, working environment, and the style of leadership towards the loyalty of the employees, double regression analysis technique was used.

The result of the research shows that : 1) there is a positive influence of compensation towards the loyalty of employees ($r_{\text{count}} = 0,539$ with $\rho = 0,000 < \alpha=0,05$). 2) there is a positive influence of working environment towards the loyalty of employees ($r_{\text{count}} = 0,712$ with $\rho = 0,000 < \alpha=0,05$). 3) there is no influence of the style of leadership towards the loyalty of employees ($r_{\text{count}} = 0,287$ with $\rho = 0,077 > \alpha=0,05$). 4) there is a positive influence of compensation, working environment and the style of leadership towards the loyalty of employees ($R_{\text{count}} = 0,748$ with $\rho = 0,000 < \alpha=0,05$).