

## ABSTRACT

### THE EFFECT OF WORK EXPERIENCE, JOB PERFORMANCE, AND LOYALTY ON JOB PROMOTION OF LECTURERS AT IIB DARMAJAYA

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The purpose of the study was to find the effect of each variable examined, namely work experience, and loyalty, both partially and simultaneously, on job promotion among faculty members at IIB Darmajaya. This research adopted a quantitative approach through surveys and the use of questionnaires, employing Likert scales as a measurement tool. The sample consisted of 38 respondents, representing 30% of the total population of 125 faculty members at IIB Darmajaya, each of whom has been tested for normality and has met the requirements of validity and reliability. The sampling method used was non-probability sampling with a purposive sampling technique. The data analysis method used was multiple linear regression analysis and hypothesis testing using t-tests and F-tests. All data were processed using SPSS 25 software. The results of this study found that work experience, job performance, and loyalty have a positive and significant partial effect on job promotion among faculty members at IIB Darmaajaya.

**Keywords:** Work Experience, Job Performance, Loyalty, Job Promotion.

