

ABSTRAK

THE EFFECT OF LEADERSHIP AND CAREER DEVELOPMENT WITH JOB SATISFACTION AS AN INTERVENING VARIABLE ON EMPLOYEE LOYALTY OF THE AFTERSALES DIVISION OF PT PERSADA LAMPUNG RAYA.

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The purpose of this research is to examine the influence of leadership, career development, and job satisfaction on employee loyalty in the Aftersales Division of PT. Persada Lampung Raya with job satisfaction as an intervening variable. This study employs a quantitative data analysis method and utilizes a saturation sampling technique with all employees in the Aftersales Division as the sample. Data collection method is carried out through distributing questionnaires to 52 respondents who are employees of the Aftersales Division, using saturation sampling technique. The analysis techniques include validity test, reliability test, classical assumptions test, path analysis, hypothesis testing, and Sobel test. Leadership and career development have a direct and significant influence on job satisfaction, and both factors also have an indirect influence on employee loyalty through job satisfaction. Similarly, job satisfaction itself has a direct and significant influence on employee loyalty in the Aftersales Division of PT. Persada Lampung Raya

Key words: Leadership, career development, job satisfaction, employee loyalty, Path Analysis.