

ABSTRACT

INFLUENCE OF WORK ENVIRONMENT TOWARD EMPLOYEE LOYALTY IN PT TELKOMSEL BANDAR LAMPUNG

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The study aims to determine the effect of work environment on employee loyalty of PT. Telkomsel Bandar Lampung. The population in this study was all employees of PT. Telkomsel Bandar Lampung with a total of 30 people and a sample of 30 people. Analysis of the data used is simple linear regression. Based on the results of research and discussion, it can be concluded that there is an influence of the work environment on the loyalty of employees of PT. Telkomsel Bandar Lampung.

Keywords: Work Environment and Loyalty

