

ABSTRACT

The Effect Of Career Development And Incentives On Employee Loyalty Of PT LAUTAN TEDUH UNIT 2 TULANG BAWANG

By:

Satria Pratama

This study aims to determine the effect of career development and incentives on the work loyalty of PT Lautan Teduh Unit 2 Tulang Bawang employees. This type of research used in this study is a type of quantitative research with an associative method that is using multiple linear regression analysis, as an analysis tool using spss 20 for windows. The population of this research is as many as 38 people with the same number of research samples with a population of 38 people who taken with saturated sampling techniques, the result of this study found that there is an influence between Career Development and Incentives Against Employee Loyalty.

Keywords : Career Development, Incentives, and Employee Loyalty.



ABSTRAK

PENGARUH PENGEMBANGAN KARIR DAN INSENTIF TERHADAP LOYALITAS KERJA KARYAWAN PT LAUTAN TEDUH UNIT 2 TULANG BAWANG

Oleh:

Satria Pratama

Penelitian ini dilakukan di PT Lautan Teduh Cabang Unit 2 Tulang Bawang. Penelitian ini bertujuan untuk mengetahui Pengaruh Pengembangan Karir Dan Insentif Terhadap Loyalitas Kerja Karyawan PT Lautan Teduh Unit 2 Tulang Bawang. Jenis penelitian yang digunakan dalam penelitian ini adalah jenis penelitian kuantitatif dengan metode asosiatif yaitu menggunakan *analisis regresi linier berganda*, sebagai alat analisis nya menggunakan *SPSS 20 for windows*. Populasi penelitian ini adalah sebanyak 38 orang dengan jumlah sampel penelitian yang sama dengan populasi yaitu sebanyak 38 orang yang diambil dengan *teknik pengambilan sampel jenuh*. Hasil dari penelitian ini menemukan bahwa terdapat Pengaruh antara Pengembangan Karir dan Insentif Terhadap Loyalitas Kerja Karyawan.

Kata Kunci : Pengembangan Karir, Insentif, Dan Loyalitas Kerja Karyawan.

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