

ABSTRACT

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THE RELATIONSHIP BETWEEN TOTAL REWARDS AND EMPLOYEE LOYALTY AT PT SALIM IVOMAS PRATAMA TBK

(xiv + 69 pages; 6 figures; 29 tables; 10 appendices)

Reward is one of the factors that influence people to work. Many Indonesians choose to work overseas due to the higher compensation and benefit being offered. The writer wants to find out the relationship between the total rewards and employee loyalty at PT Salim Ivomas Pratama TBK

When a company is loyal to the employees, employees will also show loyalty to company by giving their effort as the company shows to the employees that they are being appreciated. There are two hypotheses of this research, including null hypothesis which shows no relationship, and alternate hypothesis which shows there is a relationship between total rewards and employee loyalty.

The research is using a quantitative method. To analyze the relationship, the writer did an interview via email with the GA Assistant Manager of PT Salim Ivomas Pratama TBK. The methods being used are descriptive research method and causal study.

Pre-test was done and the result shows validity and reliability. From the test conducted, it has been shown that the data is normally distributed, and there is a positive relationship between total rewards and employee loyalty. Moreover, the total rewards have impact on employee loyalty by 37.6% at PT Salim Ivomas Pratama TBK. The hypothesis test has also shown the result, which is 7.85 higher than 1.96.

The findings give information to the company that by adding total rewards to the employees, it will also increase employee loyalty. For other researchers in the future, it will help them as reference or previous research.

Keywords: Total Rewards, Compensation, Benefits, Performance and Talent Management, Employee Loyalty

References: 43