

ABSTRACT

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**THE EFFECT OF COMPANY IMAGE, TRAINING, REWARD,
COOPERATION, WORKING CONDITIONS ON SATISFACTION AND
LOYALTY OF THE EMPLOYEE AT CV PATENT AGRI SUKSES
MEDAN**

(xx+138 pages; 10 figures; 46 tables; 11 appendixes)

CV Patent Agri Sukses Medan is a company engaged in distribution that distributes agricultural products such as rice, flour, corn, soybeans, and green beans, etc. which are already famous in Medan. The company is known for its produce products that sell premium rice, standard rice, corn and flour for animal feed, and others. Loyalty is very important in the work environment because it aims to satisfy employees in the company.

The data collected in this study used primary data and secondary data by distributing questionnaires to employees who worked at CV Patent Agri Sukses Medan. This data was measured by validity test and reliability test to 31 samples. Samples are obtained using non-probability sampling techniques and saturated sampling methods. The data collected was then analyzed using SPSS 25.0 where the research model was tested using the main classic assumption test. In addition, the data was also tested with multiple linear regression tests and coefficient of determination tests, followed by hypothesis tests, namely F-Test and T-Test.

The purpose of this study is to find out the influence of company image, training, reward, cooperation, and working conditions on employee satisfaction and loyalty at CV Patent Agri Sukses Medan. This research shows that company image, training, reward, and working conditions have a significant effect on job satisfaction. Cooperation does not have a significant effect on job satisfaction. Job satisfaction has a significant effect on employee loyalty.

Keywords: Company Image, Training, Reward, Cooperation, Working Conditions, Employee Satisfaction, Employee Loyalty.

References: 41 (2010-2021)

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**THE EFFECT OF COMPANY IMAGE, TRAINING, REWARD,
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(xx+138 halaman; 10 gambar; 46 tabel; 11 lampiran)

CV Patent Agri Sukses Medan adalah perusahaan yang bergerak di bidang distribusi yang mendistribusikan produk pertanian seperti beras, tepung, jagung, kedelai, dan kacang hijau, dll yang sudah terkenal di Medan. Perusahaan ini dikenal dengan produk produknya yang menjual beras premium, beras standar, jagung dan tepung untuk pakan ternak, dan lainnya. Loyalitas sangat penting dalam lingkungan kerja karena bertujuan untuk memuaskan karyawan di perusahaan.

Pengumpulan data dalam penelitian ini menggunakan data primer dan data sekunder dengan mendistribusikan kuesioner kepada karyawan yang bekerja di CV Patent Agri Sukses Medan. Data ini diukur dengan uji validitas dan uji keandalan hingga 31 sampel. Sampel diperoleh dengan menggunakan teknik pengambilan sampel non-probabilitas dan metode pengambilan sampel jenuh. Data yang dikumpulkan kemudian dianalisis menggunakan SPSS 25.0 di mana model penelitian diuji menggunakan tes asumsi klasik utama. Selain itu, data juga diuji dengan uji regresi linier berganda dan koefisien tes penentuan, diikuti dengan tes hipotesis, yaitu F-Test dan T-Test.

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh citra perusahaan, pelatihan, reward, kerja sama, kondisi kerja pada kepuasan dan loyalitas karyawan di CV Patent Agri Sukses Medan. Penelitian ini menunjukkan bahwa citra perusahaan, pelatihan, penghargaan, kondisi kerja berpengaruh signifikan pada kepuasan kerja. Kerja sama tidak berpengaruh signifikan pada kepuasan kerja. Kepuasan kerja berpengaruh signifikan pada loyalitas karyawan.

Kata kunci: *Company Image, Training, Reward, Cooperation, Working Conditions, Employee Satisfaction, and Employee Loyalty.*

Referensi: 41 (2010-2021)