

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF CORPORATE IMAGE, CORPORATE LEADERSHIP, IMMEDIATE MANAGER, COOPERATION, AND CONDITION OF WORK ON JOB SATISFACTION AND EMPLOYEE LOYALTY AT PT X

Human resources in a company will not be separated from leaders and employees. The leadership style implemented in the company contributes greatly to the sustainability and well-being of employees. The running of a company's business is influenced by 10% of corporate leaders (Zenger & Folkman, 2003), and the wise decisions taken by that group have a great impact on the human resources in it and the management function of the organization (Rad, 2006). Employees who are in companies with good corporate leadership based on research conducted by Palupi (2017) have a positive correlation with employee satisfaction levels because the right organization is formed for the scope of employees (Timmreck, 2001).

This model was developed in order to study employee loyalty at PT.X. This research model is formed by the relationship between job satisfaction and loyalty, with satisfaction variables influenced by the variables corporate image, corporate leadership, immediate manager, cooperation, and condition of work. This research is expected to answer research questions, namely, whether corporate image, corporate leadership, immediate managers, cooperation, and condition of work have a significant effect on satisfaction and their effect on loyalty to marketing dept employees at PT. X.

Based on the data processing that has been carried out, the results of 5 hypotheses were accepted and one hypothesis was rejected. There is a significant influence between corporate image, immediate manager, cooperation, and condition of work on job satisfaction, the same on the effect of job satisfaction on loyalty. Meanwhile, an insignificant influence occurs on corporate leadership with job satisfaction.

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