

## **ABSTRACT**

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### **THE INFLUENCE OF IMAGE, CORPORATE LEADERSHIP, IMMEDIATE MANAGER, COOPERATION, CONDITION OF WORK TOWARDS JOB SATISFACTION AND JOB LOYALTY ON PT FARZA INDONESIA**

(xvi+, 87 pages; 10 figures; 54 tables; 7 appendixes)

The importance of employee loyalty on results company performance, at PT Farza Indonesia e company already increased their attention to business while always maintain their transparency and prioritize employee recognition in order to maintain employee loyalty and satisfaction against the company. the objectives of this research are Image, Corporate Leadership, Immediate Manager, Cooperation, Condition of Work on job satisfaction and Job Loyalty.

Image, Corporate Leadership, Immediate Manager, Cooperation, Condition of Work have an important role in shaping Job Satisfaction and Job Loyalty.

In this research, the writer used quantitative research design and IBM SPSS statistics. The writer used descriptive and causal approach. The sampling technique used was census sampling. Population and sample is employee at PT Farza Indonesia as many as 31 employees.

This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, linearity test. Image has a significant effect on Job satisfaction, Corporate Leadership have a significant effect on Job satisfaction a, Immediate Manager no significant effect on Job satisfaction, Cooperation has a significant effect on Job satisfaction, Condition of Work no significant effect on Job satisfaction, Job Satisfaction has a significant effect on Job Loyalty.

Recommendations for PT Farza Indonesia e company already increased Image, Corporate Leadership, Immediate Manager, Cooperation, Condition of Work.

**Keywords: Image, Corporate Leadership, Immediate Manager, Cooperation, Condition of Work, Job Satisfaction, Job Loyalty.**

References: 25 (2017-2021)

## ***ABSTRAK***

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### **PENGARUH CITRA, KEPEMIMPINAN PERUSAHAAN, MANAJER LANGSUNG, KERJASAMA, KONDISI KERJA TERHADAP KEPUASAN KERJA DAN LOYALITAS KERJA PADA PT FARZA INDONESIA**

(xvi+, 87 halaman; 10 gambar; 54 tabel; 7 lampiran)

Pentingnya loyalitas karyawan terhadap hasil kinerja perusahaan, di PT Farza Indonesia e company telah meningkatkan perhatiannya terhadap bisnis dengan tetap menjaga transparansi dan mengutamakan pengakuan karyawan dalam rangka menjaga loyalitas dan kepuasan karyawan terhadap perusahaan. tujuan dari penelitian ini adalah Citra, Kepemimpinan Perusahaan, Manajer Langsung, Kerjasama, Kondisi Kerja terhadap kepuasan kerja dan Loyalitas Kerja.

Citra, Kepemimpinan Perusahaan, Manajer Langsung, Kerja Sama, Kondisi Kerja memiliki peran penting dalam membentuk Kepuasan Kerja dan Loyalitas Kerja.

Dalam penelitian ini, penulis menggunakan quantitative research design dan IBM SPSS statistics. Penulis menggunakan pendekatan deskriptif dan kausal. Teknik sampling yang digunakan adalah census sampling. Populasi dan sampel adalah karyawan di PT Farza Indonesia sebanyak 31 karyawan.

Penelitian ini juga lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji linearitas. Citra berpengaruh signifikan terhadap kepuasan kerja, Kepemimpinan Perusahaan berpengaruh signifikan terhadap kepuasan kerja, Manajer Langsung tidak berpengaruh signifikan terhadap kepuasan kerja, Kerjasama berpengaruh signifikan terhadap kepuasan kerja, Kondisi Kerja tidak berpengaruh signifikan terhadap kepuasan kerja, Kepuasan Kerja berpengaruh signifikan terhadap Loyalitas Kerja.

Rekomendasi untuk PT Farza Indonesia e company sudah meningkatkan Image, Kepemimpinan Perusahaan, Manajer Langsung, Kerjasama, Kondisi Kerja.

**Kata kunci: Citra, Kepemimpinan Perusahaan, Manajer Langsung, Kerjasama, Kondisi Kerja, Kepuasan Kerja, Loyalitas Kerja.**

**Referensi: 25 (2017-2021)**