

ABSTRACT

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THE INFLUENCE OF CORPORATE IMAGE, CORPORATE LEADERSHIP, IMMEDIATE MANAGER, COOPERATION, CONDITIONS OF WORK TOWARDS EMPLOYEE SATISFACTION AND EMPLOYEE LOYALTY AT PT. STALICHI KEMINDO MEDAN

(XVII+144 pages; 9 figures; 48 tables; 9 appendixes)

PT. Stalichi Kemindo Medan is engaged in manufacturing and marketing for one of the famous glue products in Indonesia called GOAT BRAND or called Lem Cap Kambing. This company is known for producing chemical products that focus on the production of various kinds of glue, such as multipurpose glue, HPL glue, white glue, PVC pipe glue, sealtape and others. Loyalty is extremely important, especially in a fast-paced work environment to satisfy the employees.

Data collection is done using primary data and secondary data by filling questionnaires for employee that are working in PT. Stalichi Kemindo Medan. Data is measured using validity test and reliability test. The measurement is done using 31 samples in order to be tested for the validity and reliability test. The sample is obtained using the non-probability sampling technique and saturated sampling method. The obtained data then analyzed using SPSS 23.0 where the research model is tested with the main tests of classical assumption. It is also tested with the multiple linear regression test and the coefficient of determination test, followed by the hypothesis test which are the F-Test and T-Test.

The purpose of this research is to know the effect of company image, company leadership, immediate manager, cooperation, working conditions, on employee satisfaction, and employee loyalty at PT. Stalichi Kemindo Medan. The research has shown that corporate image, immediate manager, and conditions of work has a significant effect towards employee satisfaction. Corporate leadership and cooperation do not have a significant effect towards employee satisfaction. Employee satisfaction has a significant effect towards employee loyalty, partially and simultaneously.

Keywords: corporate image, corporate leadership, immediate manager, cooperation, conditions of work, employee satisfaction, employee loyalty.

References: 72 (1991-2020)

ABSTRAK

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**PENGARUH CITRA PERUSAHAAN, KEPEMIMPINAN PERUSAHAAN,
MANAJER LANGSUNG, KERJASAMA, KONDISI KERJA TERHADAP
KEPUASAN KARYAWAN DAN LOYALITAS KARYAWAN PADA PT.
STALICHI KEMINDO MEDAN**

(XVII+144 pages; 9 figures; 48 tables; 9 appendixes)

PT. Stalichi Kemindo Medan bergerak di bidang manufaktur dan pemasaran salah satu produk lem terkenal di Indonesia yang bernama GOAT BRAND atau disebut Lem Cap Kambing. Perusahaan ini dikenal memproduksi produk kimia yang fokus pada produksi berbagai macam lem, seperti lem serbaguna, lem HPL, lem putih, lem pipa PVC, sealtape dan lain-lain. Loyalitas sangat penting, terutama dalam lingkungan kerja yang serba cepat untuk memuaskan karyawan.

Pengumpulan data dilakukan dengan menggunakan data primer dan data sekunder dengan mengisi kuesioner bagi karyawan yang bekerja di PT. Stalichi Kemindo Medan. Data diukur menggunakan uji validitas dan uji reliabilitas. Pengukuran dilakukan dengan menggunakan 31 sampel untuk diuji validitas dan reliabilitasnya. Pengambilan sampel dilakukan dengan teknik non-probability sampling dan metode sampling jenuh. Data yang diperoleh dianalisis menggunakan SPSS 23.0 dimana model penelitian diuji dengan uji utama asumsi klasik. Selain itu juga diuji dengan uji regresi linier berganda dan uji koefisien determinasi, dilanjutkan dengan uji hipotesis yaitu Uji F dan Uji T.

Tujuan penelitian ini adalah untuk mengetahui pengaruh citra perusahaan, kepemimpinan perusahaan, manajer langsung, kerjasama, kondisi kerja, terhadap kepuasan karyawan, dan loyalitas karyawan pada PT. Stalichi Kemindo Medan. Hasil penelitian menunjukkan bahwa citra perusahaan, manajer langsung, dan kondisi kerja berpengaruh signifikan terhadap kepuasan karyawan. Kepemimpinan perusahaan dan kerjasama tidak berpengaruh signifikan terhadap kepuasan karyawan. Kepuasan karyawan berpengaruh signifikan terhadap loyalitas karyawan, baik secara parsial maupun simultan.

Kata kunci: corporate image, corporate leadership, immediate manager, cooperation, conditions of work, employee satisfaction and employee loyalty.

Referensi: 72 (1991-2020)