Abstrak

Perubahan-perubahan fundamental dalam lingkungan bisnis telah mengakibatkan perubahan dramatis pada sifat-sifat penting sistem sumberdaya manusia (SDM) dan menunjukkan makin pentingnya SDM bagi bisnis. Dampak lain adalah meningkatnya ketidakpastian yang berhubungan dengan isu-isu SDM *(people issue)*. Pesatnya perkembangan teknologi, pergeseran demografi, fluktuasi ekonomi, dan kondisi dinamis menyebabkan lingkungan bisnis menjadi penuh ketidakpastian, semakin kompleks, dan cepat berubah. Menghadapi kondisi tersebut, setiap organisasi dituntut untuk segera berubah dan beradaptasi dengan perubahan lingkungan yang makin kompetitif melalui transformasi organisasi. Berbagai instansi baik pemerintah dan swasta mau atau tidak mau dituntut agar bisa meningkatkan kinerjanya. PT Nutrifood Indonesia (NFI) Surabaya merupakan perusahaan swasta nasional yang bergerak di dalam industri makanan dan minuman yaitu khususnya makanan dan minuman yang memberikan manfaat untuk kesegaran, kesehatan, dan penampilan yang berkualitas internasional. produksi . Untuk dapat bertahan dalam persaingan, setiap perusahaan jasa perlu untuk meningkatkan *Corporate Image,Corporate Leadership,Immadiate Manager,Cooporation,Conditions of work, Satisfaction* dan *Loyalty*. Metode sampel yang digunakan pada penelitian ini yaitu *probability sampling*, dimana karyawan yang bekerja di PT Nutrifood Indonesia (NFI) Surabaya dipimpin oleh satu pemimpin utama dan supervisor yang sama. Responden dari penelitian ini berjumlah 30 karyawan. Untuk pengolahan dan penganalisaan data dalam penelitian ini yaitu dengan menggunakan SPSS sebagai software untuk mengolah data. Hasil analisis menunjukkan bahwa Statistical Product and Service Solutions (SPSS) dengan software 22.0 sebagai software untuk mengolah data kuesioner.

Hasil penelitian menunjukkan bahwa *Corporate Image* terhadap *Satisfaction* dengan nilai sebesar -0.106 berpengaruh negatif dan tidak signifikan terhadap *Satisfaction*. Nilai koefisien antara variabel *Corporate Leadership* terhadap *Satisfaction* sebesar 0.598 berpengaruh dan signifikan terhadap variabel *Satisfaction.* Nilai koefisien antara variabel *Immadiate Manager* terhadap *Satisfaction* sebesar -0.121 berpengaruh negatif dan tidak signifikan terhadap variabel *Satisfaction*. Nilai koefisien regresi antara variabel *Cooporation* terhadap *Satisfaction* sebesar -0.278 berpengaruh negatif dan tidak signifikan terhadap variabel *Satisfaction*. Nilai koefisien regresi antara variabel *conditions of work* terhadap *Satisfaction* sebesar 0.547 berpengaruh dan signifikan terhadap variabel *Satisfaction.* Nilai koefisien regresi antara variabel *Satisfaction* terhadap *Loyalty* sebesar 0.482 berpengaruh dan signifikan terhadap variabel *Satisfaction*

Kata Kunci : *Corporate Image,Corporate Leadership ,Immadiate Manager ,Cooporation ,Conditions of work, Satisfaction* dan *Loyalty*

Abstract

The fundamental changes in the business environment have resulted in dramatic changes to the essential traits of human resource systems and demonstrating the increasing importance of HR for business. Another impact is the increasing uncertainty associated with human rights issues (people issue). The rapid development of technology, demographic shifts, economic fluctuations, and dynamic conditions cause the business environment to become full of uncertainties, increasingly complex, and rapidly changing. Faced with these conditions, every organization is required to quickly change and adapt to a more competitive environmental change through organizational transformation. Various government and private agencies are willing or unwilling to be prosecuted in order to improve their performance. PT Nutrifood Indonesia (NFI) Surabaya is a national private company engaged in the food and beverage industry, especially food and beverages that provide benefits for freshness, health, and international quality appearance. production . In order to survive in competition, every service company needs to improve Corporate Image, Corporate Leadership, Immadiate Manager, Cooporation, Conditions of Work, Satisfaction and Loyalty. The sample method used in this research is probability sampling, where the employees working in PT Nutrifood Indonesia (NFI) Surabaya are led by one main leader and the same supervisor. Respondents from this study amounted to 30 employees. For processing and analyzing data in this research that is by using SPSS as software to process data. The result of analysis shows that Statistical Product and Service Solutions (SPSS) with software 22.0 as software to process questionnaire data. The results showed that Corporate Image to Satisfaction with a value of -0.106 has a negative and insignificant effect on Satisfaction. The value of coefficient between Corporate Leadership variable to Satisfaction of 0.598 influential and significant to Satisfaction variable. Coefficient value between Immadiate Manager variable to Satisfaction of -0.121 have negative and not significant to Satisfaction variable. The value of regression coefficient between Cooporation to Satisfaction variable is -0.278 has negative and not significant to Satisfaction variable. The value of regression coefficient between the condition of work variable to Satisfaction of 0.547 influential and significant to Satisfaction variable. The value of regression coefficient between Satisfaction variable to Loyalty of 0.482 influential and significant to Satisfaction variable

Keywords: Corporate Image, Corporate Leadership, Immadiate Manager, Cooporation, Conditions of work, Satisfaction and Loyalty