

ABSTRAK

Bayu Yulianto (2022), Pengaruh Promosi Jabatan dan Stres Kerja Terhadap Loyalitas Kerja Karyawan PT. Minanga Group. Skripsi ini dibimbing oleh Ibu Ervin Mardalena S.E., M.Si dan Ibu Dyah Ayu Putriani, S.Pd., M.Si.

Penelitian ini membahas Promosi Jabatan dan Stres Kerja Terhadap Loyalitas Kerja Karyawan PT. Minanga Group. Teknik pengumpulan data yang digunakan dalam penelitian ini melalui penyebaran kuesioner. Jumlah populasi sebanyak 68 orang. Teknik analisis data yang digunakan adalah Regresi Linear Berganda. Berdasarkan hasil analisis secara parsial ada pengaruh Promosi jabatan Terhadap Loyalitas kerja Karyawan PT. Minanga Group dengan nilai t hitung sebesar 4,771. Variabel Stres kerja ada pengaruh terhadap loyalitas kerja karyawan PT. Minanga Group dengan nilai t hitung sebesar 4,738. Secara simultan didapatkan ada pengaruh Promosi Jabatan dan Stres Kerja Terhadap Loyalitas Kerja Karyawan PT. Minanga Group. Koefisien determinasi (R^2) yang diperoleh sebesar 0.860. Hal ini menunjukkan berarti sumbangan pengaruh Promosi Jabatan dan Stres Kerja Terhadap Loyalitas Kerja Karyawan PT. Minanga Group sebesar 86% sedangkan sisanya 14% dipengaruhi oleh variabel lain diluar penelitian ini seperti Bonus, Lingkungan Kerja, Fasilitas Kerja (Jusuf, 2021:49).

Kata Kunci :Promosi Jabatan, Stres Kerja, Loyalitas Kerja Karyawan



ABSTRACT

Bayu Yulianto (2022), The Influence of Job Promotion and Work Stress on Employees' Loyalty of PT. Minanga Group. This research was under the guidance of Ervin Mardalena S.E., M.Si and Dyah Ayu Putriani, S.Pd., M.Si.

This research discussed the influence of Job Promotion and Work Stress on Employees' Loyalty of PT. Minanga Group. The data collection technique used in this research was through the distribution of questionnaires. The population was 68 people. The data analysis technique used was Multiple Linear Regression. Based on the results of partial analysis, there was an influence of Job Promotion on Employees' Loyalty of PT. Minanga Group with a t-count value of 4,771. The Work Stress variable had an influence on the loyalty of employees of PT. Minanga Group with a t-count value of 4,738. Simultaneously, it was found that there was an influence of Job Promotion and Work Stress on Employees' Loyalty of PT. Minanga Group. The coefficient of determination (R²) obtained was 0.860. This meant that the contribution of the influence of Job Promotion and Work Stress on Employees' Loyalty of PT. Minanga Group was 86% while the remaining 14% was influenced by other variables outside of this research such as Bonus, Work Environment, Work Facilities (Jusuf, 2021:49).

Keywords: Job Promotion, Work Stress, Employees' Loyalty

