

ABSTRAK

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Loyalitas dari pegawai mendukung tercapainya tujuan dari suatu perusahaan. Terdapat berbagai faktor yang mendukung terciptanya rasa loyalitas dari pegawai kepada perusahaan, antara lain ialah insentif dan pelatihan. Pelaksanaan penelitian memiliki tujuan yakni mengetahui pengaruh insentif dan pelatihan terhadap loyalitas karyawan PT Horiguchi Engineering Indonesia. Penggunaan metode penelitian yang dipilih yakni kuantitatif dibantu dengan kuesioner dan berjumlah 101 sampel meliputi karyawan di PT Horiguchi Engineering Indonesia dengan menggunakan sampling probability. Peneliti menganalisis data secara korelasi regresi berganda, peneliti mengamati besar pengaruh insentif dan pelatihan terhadap loyalitas karyawan. Ditemukan pengaruh dari insentif dan pelatihan terhadap loyalitas karyawan dengan nilai koefisien determinasi 31,2% dan dipengaruhi variabel bebas yang digunakan dalam penelitian ini, sisanya 68,724% dipengaruhi variabel lain. Hasil penelitian ini menyimpulkan bahwa insentif dan pelatihan melalui uji parsial mempunyai pengaruh signifikan terhadap loyalitas karyawan, sementara itu secara uji simultan didapatkan bahwa insentif dan pelatihan berpengaruh terhadap loyalitas karyawan PT Horiguchi Engineering Indonesia. Terkait insentif dan pelatihan adalah hal yang perlu diperhatikan untuk meningkatkan loyalitas karyawan demi terwujudnya tujuan perusahaan.

Kata Kunci: Insentif, Pelatihan dan Loyalitas Karyawan

ABSTRACT

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Title : *Influence of Incentive and Training Towards Employee's Loyalty
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Loyalty from employees supports the achievement of company goals. There are various factors that support the creation of a sense of loyalty from employees to the company, including providing incentives and training. This study aims to determine the effect of incentives and training on employee loyalty at PT Horiguchi Engineering Indonesia. The research method chosen was quantitatively using by a questionnaire and a total of 101 samples including employees at PT Horiguchi Engineering Indonesia using probability sampling. Researchers analyzed data using multiple regression correlation, researchers observed the effect of incentives and training on employee loyalty. It is known that the provision of incentives and training affects employee loyalty with a determination coefficient of 31.2% and is influenced by the independent variables used in this study, the remaining 68.724% is influenced by other variables. The results of this study concluded that incentives and training through a partial test had a significant effect on employees' loyalty, while simultaneously it was found that incentives and training had a effect on employees' loyalty. In connection with providing incentives and training, there are things that need to be considered in order to increase employee loyalty for the realization of company goals.

KARAWANG
Keywords: Incentive, Training and Employees' Loyalty