

ABSTRAK

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Pengaruh Budaya Organisasi, Motivasi Kerja, dan Beban Kerja Terhadap Loyalitas Karyawan (Studi Kasus Pada Karyawan Gen Y dan Gen Z Perusahaan Start – Up di Jakarta, Bandung, Jogjakarta, dan Surabaya)

130 halaman + xiii halaman + 17 tabel + 3 gambar dan 3 lampiran

ABSTRAK

Penelitian ini bertujuan untuk mengetahui Pengaruh Budaya Organisasi, Motivasi Kerja, dan Beban Kerja Terhadap Loyalitas Karyawan (Studi Kasus Pada Karyawan Gen Y dan Gen Z Perusahaan Start – Up di Jakarta, Bandung, Jogjakarta, dan Surabaya). Populasi dalam studi ini adalah karyawan gen y dan gen z perusahaan start – up di Jakarta, Bandung, Jogjakarta, Dan Surabaya. Teknik pengambilan sampel yang digunakan adalah *non probability purposive sampling*. Jumlah responden penelitian ini sebanyak 137 karyawan. Data dikumpulkan melalui metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu menggunakan analisis Partial Least Square Structural Equation Modelling.

Hasil penelitian menunjukkan bahwa: (1) budaya organisasi berpengaruh positif dan signifikan terhadap loyalitas karyawan ($p - value < 0,01$) (2) motivasi kerja berpengaruh positif dan signifikan terhadap loyalitas karyawan ($p - value < 0,01$) (3) beban kerja berpengaruh positif dan tidak signifikan terhadap loyalitas karyawan ($p - value > 0,05$) (4) budaya organisasi, motivasi kerja, dan beban kerja dapat dijadikan model karena memiliki kesesuaian (fit) yang besar (GoF 0,557) untuk dijadikan model yang dapat memprediksi ($Q^2 0,655$) pengaruhnya terhadap loyalitas karyawan,

Dalam pandangan islam, budaya organisasi dan motivasi kerja perusahaan start – up di Jakarta, Bandung, Jogjakarta, dan Surabaya sesuai dengan Al – Quran dan Hadits. Namun, untuk beban kerja tidak sesuai, karena dalam Al – Quran dan Hadits, beban kerja yang diberikan oleh sebuah perusahaan seharusnya sesuai dengan kemampuan karyawan.

Kata Kunci: Budaya Organisasi, Motivasi Kerja, Beban Kerja, Loyalitas Karyawan, PLS

ABSTRACT

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The Influence Of Organizational Culture, Work Motivation, And Workload On Employee Loyalty (Case Study On Gen Y And Gen Z Employees Of Start-Up Companies In Jakarta, Bandung, Jogjakarta, And Surabaya).

130 pages + xiv pages + 17 tables + 3 pictures dan 3 attachments

ABSTRACT

This study aims to determine the influence of organizational culture, work motivation, and workload on employee loyalty (Case Study on Gen Y and Gen Z employees of Start-Up Companies in Jakarta, Bandung, Jogjakarta, and Surabaya). The population in the study were Gen Y and Gen Z employees of Start-Up Companies in Jakarta, Bandung, Jogjakarta, and Surabaya. The sampling technique used is non-probability purposive sampling. The number of respondents in this study were 137 employees. Data were collected through a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling analysis.

The results showed that: (1) organizational culture had a positive and significant effect on employee loyalty (p - value < 0.01) (2) work motivation had a positive and significant effect on employee loyalty (p - value < 0.01) (3) workload has a positive and insignificant effect on employee loyalty (p - value > 0.05) (4) organizational culture, work motivation, and workload can be used as models because they have a large fit (GoF 0.557) to be used as a model that can predict (Q^2 0.655) its effect on employee loyalty,

In the view of Islam, the organizational culture and work motivation of start-up companies in Jakarta, Bandung, Jogjakarta, and Surabaya are in accordance with the Al-Quran and Hadith. However, the workload is not appropriate, because in the Al - Quran and Hadith, the workload given by a company should be in accordance with the ability of the employee.

Keywords: Organizational Culture, Work Motivation, Workload, Employee Loyalty, PLS