

ABSTRACT

INFLUENCE OF COMPENSATION AND WORK DISCIPLINE ON WORK LOYALTY THROUGH JOB SATISFACTION

(A Study on Employees of the Production and Distribution Division of PDAM Tirta Sukapura, Tasikmalaya Regency)

by:

Wahyudinata
NIM: 213402519

Supervised by:

Deden Mulyana
Dian Kurniawan

This purpose to analyze the effect of compensation and work discipline on work loyalty. The effect of compensation and work discipline on work satisfaction, the effect of job satisfaction on work loyalty and job satisfaction mediates the effect of compensation and work discipline on work loyalty of production and distribution employees at PDAM Tirta Sukapura Tasikmalaya. This study uses a quantitative approach with a survey method, involving 82 production and distribution employees. Data were analyzed using descriptive analysis and path analysis. The results showed that compensation and work discipline have an effect on work loyalty. Compensation and work discipline have an effect on job satisfaction. Job satisfaction has an effect on work loyalty, and compensation and work discipline have an effect on work loyalty of production and distribution employees at PDAM Tirta Sukapura Tasikmalaya Regency through job satisfaction as an intervening variable. Better the compensation and work discipline, the employee job satisfaction will increase and have a positive impact on work loyalty.

Keywords: Compensation, Work Discipline, Job Satisfaction, Work Loyalty.

ABSTRAK

PENGARUH KOMPENSASI DAN DISIPLIN KERJA TERHADAP LOYALITAS KERJA MELALUI KEPUASAN KERJA

(Suatu Penelitian Pada Karyawan Bagian Produksi dan Distribusi PDAM Tirta
Sukapura Kabupaten Tasikmalaya)

Oleh:

Wahyudinata
NIM: 213402519

Di Bawah Bimbingan:

Deden Mulyana
Dian Kurniawan

Penelitian ini bertujuan untuk menganalisis pengaruh kompensasi dan disiplin kerja terhadap loyalitas kerja. Pengaruh kompensasi dan disiplin kerja terhadap kepuasan kerja, Pengaruh kepuasan kerja terhadap loyalitas kerja serta kepuasan kerja memediasi pengaruh kompensasi dan disiplin kerja terhadap loyalitas kerja karyawan bagian produksi dan distribusi di PDAM Tirta Sukapura Tasikmalaya. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, melibatkan 82 karyawan bagian produksi dan distribusi. Data dianalisis menggunakan analisis deskriptif dan analisis jalur. Hasil penelitian menunjukkan bahwa Kompensasi dan disiplin kerja memiliki pengaruh terhadap loyalitas kerja. Kompensasi dan disiplin kerja memiliki pengaruh terhadap kepuasan kerja. Kepuasan kerja memiliki pengaruh terhadap loyalitas kerja, serta kompensasi dan disiplin kerja berpengaruh terhadap loyalitas kerja karyawan bagian produksi dan distribusi PDAM Tirta Sukapura Kabupaten Tasikmalaya melalui kepuasan kerja sebagai variabel intervening. Semakin baik kompensasi dan disiplin kerja, maka kepuasan kerja karyawan akan meningkat dan berdampak positif terhadap loyalitas kerja.

Kata Kunci: Kompensasi, Disiplin Kerja, Kepuasan Kerja, Loyalitas Kerja.