

Abstract

Novia Geri Selfiana 2025. The Influence of Motivation, Work Attitude, Relationships Between Colleagues and Job Satisfaction on Employee Work Loyalty on Ramayana Prime Madiun. Thesis. Management Study Program, FEB, PGRI MADIUN UNIVERSITY. Supervisor (I) Dr. Karuniawati Hasanah S.E., M.M. (II) Robby Sandhi Dessyarti S.E., M.M.

Abstract; This research aims to find out the influence of motivation, work attitude, relationships between colleagues and job satisfaction on employee work loyalty on Ramayana Prime Madiun. The type of research used in this study is a quantitative approach. In the research using multiple linear regression techniques. Sampling using Purposive Sampling technique. The sample used was 78 respondents. Based on the statistical test results show that partially motivation has a positive and significant effect on employee loyalty, partially work attitude has a positive and significant effect on employee loyalty, partially the relationship between colleagues has a positive and significant effect on employee loyalty and partially job satisfaction has a positive and significant effect on employee loyalty.

Keywords: Motivation, Work Attitude, Relationship Between Colleagues, Job Satisfaction and Employee Loyalty

ABSTRAK

Novia Geri Selfiana. 2025. *Pengaruh Motivasi, Sikap Kerja, Hubungan Antar Rekan Kerja Dan Kepuasan Kerja Terhadap Loyalitas Kerja Karyawan Pada Ramayana Prime Madiun*. Skripsi. Program Studi Manajemen, FEB, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Karuniawati Hasanah S.E.,M.M. (II) Robby Sandhi Dessyarti S.E., M.M.

Abstrak; Penelitian ini bertujuan untuk mengetahui pengaruh motivasi, sikap kerja, hubungan antar rekan kerja dan kepuasan kerja terhadap loyalitas kerja karyawan pada Ramayana Prime Madiun. Jenis penelitian yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Pada penelitian menggunakan teknis regresi linear berganda. Pengambilan sampel menggunakan teknik *Purposive Sampling*. Sampel yang digunakan sebanyak 78 responden. Berdasarkan hasil pengujian secara statistik menunjukkan bahwa secara parsial motivasi berpengaruh positif dan signifikan terhadap loyalitas karyawan, secara parsial sikap kerja berpengaruh positif dan signifikan terhadap loyalitas karyawan, secara parsial hubungan antar rekan kerja berpengaruh positif dan signifikan terhadap loyalitas karyawan dan secara parsial kepuasan kerja berpengaruh positif dan signifikan terhadap loyalitas karyawan.

Kata Kunci: Motivasi, Sikap Kerja, Hubungan Antar Rekan Kerja, Kepuasan Kerja Dan Loyalitas Karyawan