

ABSTRAK

Dhyah Sulistyowati, 2025. Pengaruh Motivasi dan Kepuasan Kerja Terhadap Loyalitas Pegawai Di RRI Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I : Dr. Apriyanti, S. E., M. M. Pembimbing II : Robby Sandhi Dessyarti, S.E., M.M.

Penelitian ini untuk memberikan sebuah bukti empiris mengenai Pengaruh Motivasi, dan Kepuasan Kerja Terhadap Loyalitas Pegawai Di RRI Madiun. Jenis penelitian ini yaitu penelitian deskriptif dengan pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 78 responden. Metode pengambilan sampel yaitu menggunakan teknik sampling jenuh (*saturation sampling*). Pengumpulan data dalam penelitian ini menggunakan kuesioner. Teknik ini digunakan ketika jumlah populasi relatif kecil sehingga semua anggota populasi dijadikan sampel penelitian. Hasil penelitian membuktikan bahwa motivasi berpengaruh terhadap Loyalitas Pegawai pada Karyawan di RRI Madiun, kepuasan kerja berpengaruh terhadap loyalitas pegawai di RRI Madiun

Kata Kunci : Motivasi, Kepuasan Kerja, Loyalitas Pegawai.

ABSTRACT

Dhyah Sulistyowati, 2025. The Impact of Incentives, Motivation, and Job Satisfaction on Employee Loyalty at RRI Madiun. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor I: Dr. Apriyanti, S.E., M.M. Supervisor II: Robby Sandhi Dessyarti, S.E., M.M.

This study aims to provide empirical evidence regarding the impact of incentives, motivation, and job satisfaction on employee loyalty at RRI Madiun. This research is descriptive with a quantitative approach. The sample size for this study was 78 respondents. The sampling method used was saturation sampling. Data collection in this study used a questionnaire. This technique is used when the population is relatively small, so that all members of the population are included in the research sample. The research results demonstrate that incentives influence employee loyalty at RRI Madiun, employee performance at RRI Madiun, and employee loyalty and performance at RRI Madiun.

Keywords: Incentives, Employee Loyalty, and Employee Performance