

ABSTRACT

The success of a company is largely determined by the quality of its human resources. To achieve this success, the company needs employees who have good work quality. One factor that influences the quality of individual work is employee loyalty. Employee loyalty is an important element in supporting the success of the company, especially in the midst of increasingly tight business competition. This loyalty can be influenced by various factors, one of which is job satisfaction and work motivation.

This study aims to test job satisfaction and work motivation affecting employee loyalty at PT Shinta Indah Jaya. The aspects studied in this study are job satisfaction, work motivation and employee loyalty.

This study uses a quantitative research method that is causality approach. The research objects used in this study are employees of PT Shinta Indah Jaya. Data were collected through questionnaires distributed to 110 employees, selected using a non-probability sampling technique with a saturated sampling method. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4.0.

The results of this study indicate that job satisfaction has a significant and positive influence on employee loyalty, work motivation has a significant and positive influence on employee loyalty, and job satisfaction and work motivation simultaneously influence employee loyalty.

Based on the results of this study, PT Shinta Indah Jaya is advised to maintain and improve employee loyalty by developing aspects that support job satisfaction and work motivation, including the work environment, superior support, reward systems, and fulfillment of employee needs.

Keywords: job satisfaction, work motivation, employee loyalty