

## SARI

**Wibowo, Agung Prakoso Eddi. 2019. Pengaruh Motivasi Karawan, Kepuasan Kerja dan Komitmen Organisasi terhadap Kesetiaan Karyawan. program S1 Manajemen. Fakultas Ekonomi. Universitas Setia Budi Surakarta. Pembimbing I. Nang Among Budiadi, S.E., M.Si. Pembimbing II. Drs. Sugiyarmasto, M.M.**

Penelitian ini bertujuan untuk menguji kesetiaan karyawan dalam pengaruh motivasi karyawan, kepuasan kerja dan komitmen organisasi. Motivasi karyawan, kepuasan kerja dan komitmen organisasi yang terjadi dapat mendorong kesetiaan karyawan. Motivasi karyawan, kepuassan kerja dan komitmen organisasi akan berdampak positif bagi para karyawan berupa meningkatkan kesetiaan karyawan.

Data diperoleh melalui kuesioner yang dibagikan kepada karyawan non medis di Rumah Sakit PKU Muhammadiyah Surakarta. Teknik penyampelan yang digunakan adalah *probability cluster sampling* dengan populasi karyawan non medis di Rumah Sakit PKU Muhammadiyah Surakarta sebanyak 130 responden. Uji hipotesis dilakukan dengan menggunakan analisis SEM.

Hasil penelitian ini menunjukkan bahwa motivasi karyawan berpengaruh signifikan terhadap komitmen organisasi, kepuasan kerja berpengaruh signifikan terhadap komitmen organisasi, komitmen organisasi tidak berpengaruh signifikan terhadap kesetiaan karyawan, motivasi karyawan tidak berpengaruh signifikan terhadap kesetiaan karyawan, dan kepuasan kerja tidak berpengaruh signifikan terhadap kesetiaan karyawan.

Kata kunci: motivasi karyawan, kepuasan kerja, komitmen organisasi, kesetiaan karyawan.

## ABSTRACT

**Wibowo, Agung Prakoso Eddi. 2019. Effects of Employee Motivation, Job Satisfaction and Organizational Commitment on Employee Loyalty. S1 Management program. Faculty of Economics. Setia Budi University Surakarta. Advisor I. Nang Among Budiadi, S.E., M.Sc. Advisor II. Drs. Sugiyarmasto, M.M.**

This study aims to test employee loyalty in the influence of employee motivation, job satisfaction and organizational commitment. Employee motivation, job satisfaction and organizational commitment that occur can encourage employee loyalty. Employee motivation, job satisfaction and organizational commitment will have a positive impact on employees in the form of increasing employee loyalty.

Data was obtained through questionnaires distributed to non-medical employees at PKU Muhammadiyah Hospital in Surakarta. The sampling technique used is probability cluster sampling with a population of non-medical employees at PKU Muhammadiyah Surakarta Hospital as many as 130 respondents. Hypothesis testing is done using SEM analysis.

The results of this study indicate that employee motivation has a significant effect on organizational commitment, job satisfaction has a significant effect on organizational commitment, organizational commitment has no significant effect on employee loyalty, employee motivation does not significantly influence employee loyalty, and job satisfaction does not significantly influence employee loyalty.

Keywords: employee motivation, job satisfaction, organizational commitment, employee loyalty.