

ABSTRAK

PENGARUH *FAMILY GATHERING* PERUSAHAAN TERHADAP LOYALITAS KARYAWAN (Pada PT United Tractors Cabang Bandarlampung)

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Loyalitas karyawan sebuah perusahaan tidak terlepas dari pengaruh lingkungan dimana perusahaan itu berdiri. Salah satu faktor lingkungan yang mempengaruhi loyalitas karyawan adalah *family gathering*. Pelaksanaan *family gathering* dilakukan sebagai kepedulian perusahaan terhadap pemenuhan kebutuhan karyawan melalui aktivitas *employe relations* yaitu penghargaan non finansial berupa *family gathering*. Penelitian ini bertujuan untuk mengetahui pengaruh *family gathering* perusahaan terhadap loyalitas karyawan pada PT United Tractors Cabang Bandarlampung. Penelitian ini mengaplikasikan pendekatan kuantitatif. Jumlah subjek yang digunakan sebanyak 33 karyawan PT United Tractors Cabang Bandarlampung melalui teknik sampel jenuh. Pengumpulan data dilakukan adalah skala *family gathering* dan loyalitas karyawan. Jika data sudah terakumulasi lalu dianalisis dengan uji analisis regresi linier sederhana dan bantuan *Statistical Package for Social Sciences* (SPSS) 20.0 *for windows*. Hasil penelitian menerangkan bahwa terdapat pengaruh yang signifikan antara *family gathering* terhadap loyalitas karyawan pada PT United Tractors Cabang Bandarlampung dengan nilai $t_{hitung} 12,496 > t_{tabel} 2,039$ maka H_0 ditolak dan H_a diterima artinya terdapat pengaruh positif dan signifikan terhadap loyalitas karyawan, sehingga loyalitas karyawan akan dipengaruhi oleh kegiatan *family gathering*. Kontribusi pengaruh (R^2) *family gathering* terhadap loyalitas karyawan pada PT United Tractors Cabang Bandarlampung sebesar 83,4%. Hasil uji korelasi *family gathering* terhadap loyalitas karyawan sebesar 0,913 artinya berdasarkan tabel interpretasi koefisien korelasi memiliki tingkat hubungan yang sangat kuat.

Kata Kunci: *Family Gathering*, Loyalitas, Karyawan, Perusahaan

ABSTRACT

THE EFFECT OF COMPANY FAMILY GATHERING ON EMPLOYEE LOYALTY

(At PT United Tractors Cabang Bandarlampung)

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The loyalty of a company is employees cannot be separated from the influence of the environment in which the company is founded. One environmental factor that influences employee loyalty is family gathering. The implementation of family gathering is carried out as part of the company is concern for meeting employee needs through employee relations activities, namely non-financial rewards in the form of family gathering. This research aims to determine the effect of family gatherings company on employee loyalty at PT United Tractors Bandarlampung Branch. This research applies a quantitative approach. The number of subjects used was 33 employees of PT United Tractors Bandarlampung Branch using a saturated sampling technique. Data collection was carried out on the scale of family gatherings and employee loyalty. If the data has been accumulated then it is analyzed using a simple linear regression analysis test and the help of the Statistical Package for Social Sciences (SPSS) 20.0 for Windows. The results of the research show that there is a significant influence between family gatherings on employee loyalty at PT United Tractors Bandarlampung Branch with a value of $t_{count} 12.496 > t_{table} 2.039$, so H_0 is rejected and H_a is accepted, meaning there is a positive and significant influence on employee loyalty, so employee loyalty will be influenced by activities. family gathering. The influence contribution (R^2) of family gatherings on employee loyalty at PT United Tractors Bandarlampung Branch is 83.4%. The correlation test result between family gathering and employee loyalty is 0.913, meaning that based on the interpretation table the correlation coefficient has a very strong level of relationship.

Keywords: Family Gathering, Employee, Loyalty, Company