

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *Employee Engagement* dan Kepuasan Kerja terhadap Loyalitas Karyawan pada karyawan operasional Divisi Spinning PT Kewalram Indonesia. Penelitian ini dilatarbelakangi oleh tingginya tingkat pengunduran diri karyawan, yaitu sebanyak 68 karyawan selama tahun 2025, yang mengindikasikan adanya permasalahan loyalitas. Metode yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Populasi penelitian berjumlah 288 karyawan operasional Divisi Spinning PT Kewalram Indonesia. Teknik pengambilan sampel menggunakan sampling jenuh, sehingga seluruh populasi dijadikan responden. Pengumpulan data dilakukan melalui penyebaran kuesioner, sedangkan analisis data menggunakan analisis deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, Uji T, uji F, dan koefisien determinasi dengan bantuan IBM SPSS Statistics. Hasil penelitian menunjukkan bahwa *Employee Engagement*, Kepuasan Kerja, dan Loyalitas Karyawan berada pada kategori tinggi. Secara parsial, *Employee Engagement* dan Kepuasan Kerja berpengaruh positif dan signifikan terhadap Loyalitas Karyawan. Secara simultan, kedua variabel independen juga berpengaruh positif dan signifikan terhadap Loyalitas Karyawan, dengan nilai koefisien determinasi sebesar 81,6%, sedangkan 18,4% dipengaruhi oleh faktor lain di luar penelitian. Berdasarkan hasil tersebut, perusahaan disarankan untuk meningkatkan *Employee Engagement* dan kepuasan kerja melalui komunikasi yang efektif, pemberian apresiasi, pengembangan kompetensi, dan penciptaan lingkungan kerja yang kondusif guna meningkatkan loyalitas karyawan.

Kata Kunci: *Employee Engagement*, Kepuasan Kerja, Loyalitas Karyawan.

ABSTRACT

This study aims to determine the effect of Employee Engagement and Job Satisfaction on Employee Loyalty among operational employees of the Spinning Division at PT Kewalram Indonesia. This research was motivated by the high employee turnover rate, with 68 employees resigning during 2025, indicating potential issues related to employee loyalty. The study employed a quantitative method using descriptive and verificative approaches. The population consisted of 288 operational employees in the Spinning Division of PT Kewalram Indonesia. A saturated sampling technique was applied, meaning that the entire population was used as the research sample. Data were collected through questionnaires and analyzed using descriptive analysis, validity testing, reliability testing, classical assumption tests, multiple linear regression analysis, t-test, F-test, and coefficient of determination with the assistance of IBM SPSS Statistics. The results showed that Employee Engagement, Job Satisfaction, and Employee Loyalty were all categorized as high. Partially, Employee Engagement and Job Satisfaction had a positive and significant effect on Employee Loyalty. Simultaneously, both independent variables also had a positive and significant effect on Employee Loyalty, with a coefficient of determination of 81.6%, while the remaining 18.4% was influenced by other factors outside the scope of this study. Based on these findings, the company is recommended to improve Employee Engagement and job satisfaction through effective communication, employee recognition, competency development, and the creation of a supportive work environment in order to enhance employee loyalty.

Keywords: Employee Engagement, Employee Loyalty, Job Satisfaction.