

ABSTRACT

The Effect of Workload and Career Development on Employee Loyalty of Authorized Honda Motorcycle Dealers in South Tangerang (Study on Employees of Terang Anugerah 1, Terang Anugerah 2 and Aduatri Basta Motorindo Authorized Honda Motorcycle Dealers)

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This study discusses issues regarding of workload and career development on employee's loyalty of official Honda motorbike dealers in South Tangerang. This study used primary data in the form of a questionnaire involved 42 respondents. Data analysis techniques used validity test, reliability test, multiple linear regression test using IMB SPSS version 23 application. he results showed that workload had no effect on employee loyalty, while career development had a positive and significant effect on employee loyalty authorized dealers of Honda motorcycles Terang Anugerah 1, Terang Anugerah 2 and Aduatri Basta Motorindo.

Keywords: *Workload, Career Development, Employee Loyalty.*