

ABSTRACT

“The Effect of Compensation and Work Environment on Work Loyalty Generation Z Employees in Startup Company at Jakarta”

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This study aims to determine the effect of compensation and work environment on employee loyalty in generation Z startup companies in Jakarta. This study uses primary data in the form of questionnaires to 120 respondents. The analysis technique uses validity and reliability tests, classical assumption tests, multiple linear regression analysis tests, and hypothesis testing (t test) using the SPSS application. The results showed that compensation had a positive and significant effect on work loyalty and the work environment had a positive and significant effect on work loyalty among Generation Z employees at startup company in Jakarta.

Keyword: *Compensation, Work Environment, Work Loyalty, and Generation Z*