ABSTACT

Vanya Raghdatul Asya (2020021016)

THE INFLUENCE OF WORK COMMUNICATION AND WORK ENVIRONMENT ON EMPLOYEE LOYALTY AT PT. X

This study aims to examine the Influence of Work Communication and Work Environment on Employee Loyalty at PT. X. The research method used in this study is quantitative using SPSS software version 23 as a data management tool. The population is 65 employees working in a company engaged in the plantation sector. The data collection technique uses a questionnaire with a sample of 56 respondents obtained based on the Slovin formula. The results of the study showed that there was no influence of work communication on employee loyalty, while the work environment could have a positive and significant influence on employee loyalty.

Keywords: work communication, work environment, employee loyalty.

NG