

# ANALISIS LOYALITAS KERJA KARYAWAN PADA PT POS INDONESIA KCU YOGYAKARTA

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## Abstrak

Penelitian ini bertujuan untuk menganalisis loyalitas kerja karyawan pada PT Pos Indonesia KCU Yogyakarta. Penelitian ini menggunakan metode deskriptif kuantitatif. Data primer bersumber dari hasil kuesioner persepsi karyawan. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan teknik *simple random sampling* berjumlah 59 responden. Analisis *arithmetic mean*/rata-rata hitung digunakan sebagai analisis utama dalam penelitian ini. Berdasarkan hasil penelitian secara keseluruhan, variabel loyalitas memiliki rata-rata hitung sebesar 2,49 dalam kategori tidak setuju. Hasil tersebut menunjukkan bahwa loyalitas karyawan PT Pos Indonesia KCU Yogyakarta masih kurang baik. Berdasarkan indikator kepatuhan memiliki nilai rata-rata sebesar 2,46 dalam kategori tidak setuju. Berdasarkan indikator tanggung jawab memiliki nilai rata-rata sebesar 2,48 dalam kategori tidak setuju. Berdasarkan indikator dedikasi memiliki nilai rata-rata sebesar 2,29 dalam kategori tidak setuju. Berdasarkan indikator integrasi memiliki nilai rata-rata sebesar 2,75 dalam kategori setuju.

**Kata Kunci:** *Loyalitas Kerja, PT Pos Indonesia KCU Yogyakarta*

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## **ANALYSIS OF EMPLOYEE JOB LOYALTY AT PT POS INDONESIA KCU YOGYAKARTA**

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### **Abstract**

*This research aims to analyze employee work loyalty at PT Pos Indonesia KCU Yogyakarta. This research uses quantitative descriptive methods. Primary data comes from the results of employee perception questionnaires. The sampling technique used in this research was simple random sampling technique with a total of 59 respondents. Arithmetic mean analysis was used as the main analysis in this research. Based on the overall research results, the loyalty variable has a calculated average of 2.49 which is included in the disagree category. These results indicate that employee loyalty at PT Pos Indonesia KCU Yogyakarta is still not good. Based on the compliance indicator, it has an average value of 2.46 which is included in the disagree category. Based on the responsibility indicator, it has an average value of 2.48 which is included in the disagree category. Based on the dedication indicator, it has an average value of 2.29 which is included in the disagree category. Based on the integration indicator, it has an average value of 2.75 which is included in the agree category.*

**Keywords:** *Job Loyalty, PT Pos Indonesia KCU Yogyakarta*