ABSTRAK

JELIKA OLYPIA SITORUS, NPM:71220312011, Pengaruh Pengembangan Karir dan Kepuasan Kerja Terhadap Loyalitas Pegawai Di Kantor Camat Silinda Kabupaten Serdang Bedagai. Dibimbing oleh: Ibu Dr. Sri Gustina Pane., SE.,M.Si selaku pembimbing I dan Ibu Neni Sri Wahyuni.,S.E.,MM selaku pembimbing II. Skripsi, 2026

Penelitian ini bertujuan untuk mengetahui pengaruh pengembangan karir dan kepuasan kerja terhadap loyalitas pegawai pada Kantor Camat Silinda Kabupaten Serdang Bedagai, baik secara parsial maupun simultan.

Penelitian ini menggunakan pendekatan kuantitatif dengan populasi sebanyak 33 pegawai yang seluruhnya dijadikan sampel penelitian. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, studi kepustakaan, dan angket. Data dianalisis menggunakan program SPSS melalui uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linear berganda, serta pengujian hipotesis menggunakan uji t, uji F, dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa secara parsial pengembangan karir berpengaruh positif dan signifikan terhadap loyalitas pegawai, demikian pula kepuasan kerja berpengaruh positif dan signifikan terhadap loyalitas pegawai. Secara simultan, pengembangan karir dan kepuasan kerja juga berpengaruh positif dan signifikan terhadap loyalitas pegawai. Temuan ini menunjukkan bahwa semakin baik sistem pengembangan karir dan semakin tinggi tingkat kepuasan kerja yang dirasakan pegawai, maka semakin tinggi pula loyalitas pegawai terhadap organisasi. Oleh karena itu, peningkatan sistem pengembangan karir yang adil dan transparan serta penciptaan lingkungan kerja yang kondusif dan mendukung perlu terus dilakukan guna memperkuat loyalitas pegawai secara berkelanjutan.

Kata kunci: Pengembangan Karir, Kepuasan Kerja, Loyalitas Pegawai

ABSTRACT

JELIKA OLYPIA SITORUS, NPM:71220312011, The Influence of Career Development and Job Satisfaction on Employee Loyalty at the Silinda District Office, Serdang Bedagai Regency. Supervised by: Mrs. Dr. Sri Gustina Pane., SE.,M.Si as the first supervisor and Mrs. Neni Sri Wahyuni, S.E.,MM as the second supervisor. Thesis, 2026

This study aims to determine the effect of career development and job satisfaction on employee loyalty at the Silinda Subdistrict Office, Serdang Bedagai Regency, both partially and simultaneously.
This research employed a quantitative approach with a population of 33 employees, all of whom were used as the research sample. Data collection techniques included observation, interviews, documentation, literature study, and questionnaires. The data were analyzed using SPSS through validity and reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing using the t-test, F-test, and coefficient of determination.
The results showed that partially, career development has a positive and significant effect on employee loyalty, and job satisfaction also has a positive and significant effect on employee loyalty. Simultaneously, career development and job satisfaction have a positive and significant effect on employee loyalty. These findings indicate that better career development systems and higher levels of job satisfaction contribute to increased employee loyalty toward the organization. Therefore, improving a fair and transparent career development system as well as creating a supportive and conducive work environment are essential to strengthen employee loyalty sustainably.

Keywords: Career Development, Job Satisfaction, Employee Loyalty