

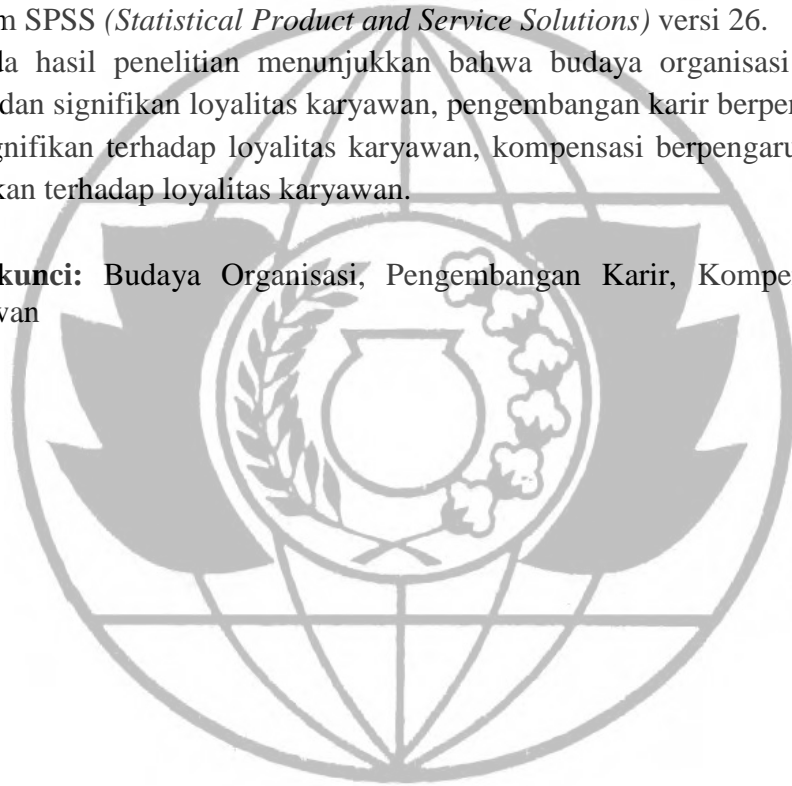
## ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui dan menguji pengaruh budaya organisasi, pengembangan karir dan kompensasi terhadap loyalitas karyawan Starbucks *Coffee* Petra, Surabaya. Metode penelitian yang digunakan dalam penelitian ini adalah analisis regresi linier berganda. Penelitian yang digunakan adalah karyawan Starbucks *Coffee* petra, Surabaya.

Jenis penelitian ini adalah penelitian kuantitatif, sedangkan sampel dalam penelitian diperoleh dengan metode sampel jenuh, yaitu pemilihan sampel menggunakan seluruh populasi yang diperoleh dari 31 responden. Data dikumpulkan dengan menggunakan metode kuisioner. Metode yang digunakan pada penelitian ini adalah analisis regresi linier berganda dengan menggunakan program SPSS (*Statistical Product and Service Solutions*) versi 26.

Pada hasil penelitian menunjukkan bahwa budaya organisasi berpengaruh positif dan signifikan terhadap loyalitas karyawan, pengembangan karir berpengaruh positif dan signifikan terhadap loyalitas karyawan, kompensasi berpengaruh positif dan signifikan terhadap loyalitas karyawan.

**Kata kunci:** Budaya Organisasi, Pengembangan Karir, Kompensasi, Loyalitas Karyawan



## ABSTRACT

This research aimed to find out and examine the effect of organization culture, career development, and compensation on employees' loyalty of Starbucks Coffee Petra, Surabaya. While the population was employees at Starbucks Coffee Petra, Surabaya.

The research was quantitative. Moreover, the data collection technique used saturated sampling, in which the sample was all population. In line with that, there were 31 respondents of employees as the research sample. Furthermore, the data were collected by using questionnaires. Additionally, the data analysis technique used multiple linear regression with SPSS (Statistical Product and Service Solution) 26.

Based on the research result, it concluded that organization culture had a positive and significant effect on employees' loyalty at Starbucks Coffee Petra, Surabaya. Likewise, career development had a positive and significant effect on employees' loyalty at Starbucks Coffee Petra, Surabaya. Similarly, compensation had a positive and significant effect on employees' loyalty at Starbucks Coffee Petra, Surabaya.

**Keywords:** Organization Culture, Career Development, Compensation, Employees' Loyalty



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