

## INTISARI

Penelitian ini dilakukan di Divisi Consumer Service PT. Telkom Yogyakarta, tujuan dari penelitian ini adalah untuk mengetahui sejauh mana iklim organisasi mempengaruhi loyalitas karyawan dan juga sejauh mana Model Kepemimpinan *Leader-Member Exchange (LMX)* terhadap Loyalitas Karyawan, serta juga bisa menjadi tolak ukur melihat tingkat kepuasan kerja karyawan, karena loyalitas tercapai apabila karyawan merasa puas apa yang didapat dari perusahaan. Sampel yang digunakan sebanyak 58 orang, dimana sampelnya adalah seluruh populasi, karena teknik pengambilan sampel digunakan *non random sample*. Kemudian teknik pengumpulan data adalah melalui; observasi, wawancara, riset kepustakaan, dan penyebaran kuesioner dengan menggunakan kuantitatif (Analisis Korelasi, Analisis Linier Berganda, Koefisien Determinasi ( $R^2$ ), T-tes, F-test, Multikolinearitas) dengan menggunakan software program spss versi 15.00

Dari hasil analisis yang bersifat kuantitatif penulis menggunakan analisis korelasi, linear berganda, uji determinasi ( $R^2$ ), uji-T, uji-F, uji multikolinearitas. Analisis regresi linear berganda untuk melihat sejauh mana pengaruh iklim organisasi dan model kepemimpinan LMX terhadap loyalitas karyawan pada Divisi Consumer Service PT. Telkom Yogyakarta. Hasil perhitungan regresi dapat diperoleh persamaan  $Y = 28.007 + 0.322 X_1 + 0.088 X_2$ , dapat diartikan besarnya pengaruh iklim organisasi ( $X_1$ ) terhadap loyalitas karyawan persatu-satuan adalah 32.2%, maksudnya adalah apabila iklim organisasi ditingkatkan satu-satuan maka loyalitas karyawan mengalami peningkatan sebesar 32.2%, begitu juga dengan model kepemimpinan LMX, walaupun tidak mempengaruhi secara signifikan tapi mempengaruhi loyalitas karyawan sebesar 8.8%. Untuk diterima atau ditolaknya hasil penelitian, maka menggunakan uji-t (T-test) dan uji F (F-test), dengan ketentuan jika thitung lebih besar dari  $t_{tabel}$ , dan  $f_{hitung}$  lebih besar dari  $f_{tabel}$ , maka hipotesis diterima. Berdasarkan hasil penelitian diperoleh  $t_{hitung}$  lebih besar dari  $t_{tabel}$  ( $2.375 \geq 2.003$ ), dan  $f_{hitung}$  lebih besar dari  $f_{tabel}$  ( $5.779 \geq 3.162$ ) berarti hipotesis diterima.

Akhirnya penulis menyarankan agar lebih memperhatikan iklim organisasi, karena mampu menyumbangkan pengaruh besar yaitu sebesar 32.2% terhadap loyalitas karyawan, selain itu juga memperhatikan Model Kepemimpinan LMX, karena juga mampu meningkatkan loyalitas karyawan, walaupun mempengaruhi tidak secara signifikan, namun memiliki hubungan positif dengan loyalitas karyawan, hal ini dapat dilihat tabel *pearson correlation* yaitu 29.8%, artinya LMX mampu menjelaskan loyalitas karyawan sebesar 29.8%.

*Kata Kunci: Iklim Organisasi, Model Kepemimpinan LMX, Loyalitas Karyawan*

## ABSTRACT

This research was conducted at the Consumer Service Division at PT. Telkom Yogyakarta, the purpose of this study is to determine the extent to which organizational climate affects employee loyalty and also the extent to which the Leadership Model-Member Exchange (LMX) to Employee Loyalty, and could also become the benchmark to see the level of employee job satisfaction because loyalty can be made if employees feel satisfied what is obtained from the company. Samples used as many as 58 people, where the sample is the entire population, because the sampling technique used in non-random sample. Then the techniques of data collection is through: observation, interviews, library research, and dissemination of the questionnaire by using quantitative (correlation analysis, analysis of Multi Linear, coefficient of determination ( $R^2$ ), T-tests, F-test, multicollinearity) using SPSS software version 15:00

From the results of quantitative analysis, the authors use correlation analysis, linear regression, a test of determination ( $R^2$ ), Test-T,-F test, test of multicollinearity. Multiple linear regression analysis to see how far the influence of organizational climate and LMX leadership model to the loyalty of employees at the Consumer Service Division of PT. Telkom Yogyakarta. Results can be obtained by regression calculation equation  $Y = Y = 28\ 007 + 0322 + 0088 X_2 X_1$ , may imply the influence of climate organization ( $X_1$ ) to the loyalty of employees by one-unit was 32.2%, the point is that if the organizational climate will be increased one-unit employee loyalty experience an increase of 32.2%, as well as the LMX model of leadership, although not significantly affected but the influence of 8.8% of employee loyalty. for acceptance or rejection of the results of the research, then use a t-test (T-test) and F test (F-test), with the stipulation if t greater than  $t_{table}$ , and F value greater than  $F_{tabel}$ , then the hypothesis is accepted. Based on the results obtained t count greater than  $t_{table}$  ( $2375 \geq 2003$ ), and F value greater than  $F_{tabel}$  ( $5779 \geq 3162$ ) means that the hypothesis is accepted.

Finally, the authors suggest that more attention to organizational climate, being able to donate a big influence that is equal to 32.2% against employees loyalty, while also considering LMX Leadership Model, as it also can improve employee loyalty, although not affecting probability, but has a positive relationship with employees loyalty, this can be seen tables Pearson Correlation is 8.29%, meaning that LMX able to explain the loyalty of employees amounted to 29.8%.

*Key words: Organizational Climate, Leader-Member Exchange (LMX), Loyalty Employee*