

## **ABSTRAK**

Hotel Tentrem Yogyakarta mempunyai komitmen terhadap pencegahan turunya loyalitas karyawan dengan cara memberikan penghargaan. Pemberian penghargaan diharapkan mampu mempertahankan loyalitas karyawan sehingga mendapatkan sumber daya manusia yang berkualitas demi tercapainya tujuan perusahaan. Penelitian ini diharapkan dapat memberikan gambaran tentang apa saja penghargaan yang diberikan kepada karyawan dan bagaimana pengaruhnya dalam mempertahankan loyalitas karyawan. Penelitian yang dilakukan oleh peneliti menggunakan penelitian deskriptif kualitatif dengan teknik pengumpulan data observasi, wawancara, dokumentasi, dan studi pustaka. Jenis data yang digunakan adalah data primer dan data sekunder. Data primer dikumpulkan melalui observasi dan wawancara kepada pihak terkait di Hotel Tentrem Yogyakarta, sedangkan data sekunder diperoleh dari buku maupun sumber lainnya. Berdasarkan hasil penelitian terdapat penghargaan finansial yang berupa gaji, upah, tunjangan karyawan, dan bonus material yang didapatkan dari pemenang *associate of the month*, *supervisor of the quarter*, *manager of the year*, *five year reward*, umrah gratis, dan *food and beverages innovation*, dan penghargaan non finansial terdiri dari penghargaan *interpersonal* sebagai *associate of the month*, *supervisor of the quarter*, dan *manager of the year*, serta promosi jabatan. Penghargaan-penghargaan tersebut berpengaruh dalam mempertahankan loyalitas karyawan Hotel Tentrem Yogyakarta.

**Kata Kunci: Program Penghargaan, Loyalitas Karyawan, Hotel**

## ***ABSTRACT***

*Hotel Tentrem Yogyakarta has commitment to prevent the decline in employee loyalty by giving awards. The awarding is expected to be able to maintain employee loyalty so as to obtain quality of human resources to achieve company goals. This research is expected to provide an overview of what awards are given to employees and how they affect maintaining employee loyalty. Research conducted by researcher used descriptive qualitative research with data collection techniques of observation, interviews, documentation, and literature review. The types of data used are primary data and secondary data. Primary data was collected through observation and interviews with related parties at Hotel Tentrem Yogyakarta, while secondary data was obtained from books and other sources. Based on the results of the study there are financial awards such as salary, wages, employee benefits, and material bonuses obtained from associate of the month, supervisor of the quarter, manager of the year, five years rewards, umroh, and food and beverages innovation, and non financial awards consist of interpersonal awards as associates of the month, supervisor of the quarter, and manager of the year, and promotion. These awards are influential in maintaining the loyalty of Hotel Tentrem Yogyakarta employees.*

***Keywords: Awarding Program, Employee Loyalty, Hotel***