

RESEARCH PAPER

THE INFLUENCE OF COMPENSATION AND CAREER DEVELOPMENT

ON EMPLOYEE LOYALTY AT THE BANK KALTENG

BUNTOK BRANCH



Submitted to Fulfill the Requirements for Obtaining a Bachelor's Degree in
Management

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**THE INFLUENCE OF COMPENSATION AND CAREER DEVELOPMENT
ON EMPLOYEE LOYALTY AT THE BANK KALTENG EMPLOYEES**

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SURAT PERNYATAAN ORISINALITAS

Saya yang bertanda tangan di bawah ini menyatakan dengan sesungguhnya, bahwa skripsi ini merupakan hasil penelitian yang telah saya lakukan. Segala kutipan dan bantuan dari berbagai sumber telah diungkapkan sebagai mestinya. Skripsi ini belum pernah dipublikasikan untuk keperluan lain oleh siapapun. Apabila di kemudian hari ternyata pernyataan saya ini tidak benar, maka saya bersedia menerima akibat hukum dari ketidakbenaran pernyataan tersebut.

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Yang Membuat Pernyataan



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PREFACE

Praise and Gratitude always go to Allah Subhanahu Wata'Ala and the Prophet Muhammad Shallallallahu a'laihi wa sallam because to His mercy and grace, the researcher can complete this thesis well. This thesis raises the title “The Influence of Compensation and Career Development on Employee Loyalty at the Bank Kalteng Buntok Branch”. This research was written to complete the requirements in order to obtain a Bachelor of Management degree at the Faculty of Economics and Business, Lambung Mangkurat University.

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The author realizes that this research is far from perfect. Therefore, the author expects all forms of constructive criticism and suggestions to improve the writing of this research. Hopefully, this research can provide benefits for readers and other parties concerned.

Banjarmasin, 10 Oktober 2024

Researcher,

A handwritten signature in black ink, appearing to read 'Regi Pangestu', with a horizontal line extending from the end of the signature.

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ABSTRACT

Regi Pangestu (2024). The Influence of Compensation and Career Development on Employee Loyalty at Bank Kalteng Buntok Branch. Advisor: Meiske Claudia

The purpose of this study was to determine and analyze (1) the effect of compensation on employee loyalty. (2) the effect of career development on employee loyalty. (3) the effect of compensation and career development on employee loyalty.

This research uses a quantitative approach with variables: compensation, career development, and employee loyalty. The Respondents in this study amounted to 43 people (all employees of Bank Kalteng Buntok Branch). The sample in this study was determined using total sampling. Data collection techniques used questionnaires, whose results are processed using SPSS (SPSS—27).

The results showed that (1) Compensation has no influence on employee loyalty. (2) Career development has a positive and significant effect on employee loyalty. (3) Compensation and career development influence together (simultaneously) have a positive and significant influence on employee loyalty at the Bank Kalteng Buntok Branch.

Keyword: Compensation; Career Development; Employee Loyalty

ABSTRAKSI

Regi Pangestu (2024). Pengaruh Kompensasi dan Pengembangan Karir terhadap Loyalitas Karyawan pada Bank Kalteng Cabang Buntok. Pembimbing: Meiske Claudia

Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis (1) pengaruh kompensasi terhadap loyalitas karyawan. (2) pengaruh pengembangan karir terhadap loyalitas karyawan. (3) pengaruh kompensasi dan pengembangan karir terhadap loyalitas karyawan.

Penelitian ini menggunakan pendekatan kuantitatif dengan variabel: kompensasi, pengembangan karir, dan loyalitas karyawan. Responden dalam penelitian ini berjumlah 43 orang (seluruh karyawan Bank Kalteng Cabang Buntok). Sampel dalam penelitian ini ditentukan dengan menggunakan total sampling. Teknik pengumpulan data menggunakan kuesioner yang hasilnya diolah dengan menggunakan SPSS (SPSS - 27).

Hasil penelitian menunjukkan bahwa (1) Kompensasi tidak berpengaruh terhadap loyalitas karyawan. (2) Pengembangan karir berpengaruh positif dan signifikan terhadap loyalitas karyawan. (3) Kompensasi dan pengembangan karir berpengaruh secara bersama-sama (simultan) memiliki pengaruh yang positif dan signifikan terhadap loyalitas karyawan pada Bank Kalteng Cabang Buntok.

Kata Kunci: Kompensasi; Pengembangan Karir; Loyalitas Karyawan

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