

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar hubungan antara *leader member exchange* dan *work life balance* terhadap loyalitas karyawan dengan kepuasan kerja sebagai variabel intervening pada PT. batang hari barisan. Metode pengumpulan data melalui survei dan mengedarkan kuisisioner, dengan sampel 74 responden. Metode analisis yang digunakan adalah analisis jalur menggunakan smartpls.

Hasil penelitian yang didapatkan pengaruh yang signifikan *leader member exchange* terhadap kepuasan kerja. Terdapat pengaruh yang signifikan *work-life balance* terhadap kepuasan kerja. Terdapat pengaruh yang signifikan *leader member exchange* terhadap loyalitas karyawan. Terdapat pengaruh yang tidak signifikan *work-life balance* terhadap loyalitas karyawan. Terdapat pengaruh yang signifikan kepuasan kerja terhadap loyalitas karyawan. Terdapat pengaruh yang signifikan *leader member exchange* terhadap loyalitas karyawan melalui kepuasan kerja. Terdapat pengaruh yang tidak signifikan *work-life balance* terhadap loyalitas karyawan melalui kepuasan kerja.

Kata Kunci : *Leader Member Exchange, Work Life Balance, Kepuasan Kerja dan Loyalitas Karyawan*

ABSTRACT

This study aims to examine how big the relationship between leader member exchange and work life balance on employee loyalty and job satisfaction as an intervening variable at PT. row day. Methods of data collection through surveys and distributing questionnaires, with a sample of 74 respondents. The analysis method used is path analysis using smartpls.

The research results obtained a significant effect of leader member exchange on job satisfaction. There is a significant effect of work-life balance on job satisfaction. There is a significant influence of leader member exchange on employee loyalty. There is an influence that is not work-life balance on employee loyalty. There is a significant effect of job satisfaction on employee loyalty. There is a significant influence of leader member exchange on employee loyalty through job satisfaction. There is a non-work-life balance effect on employee loyalty through job satisfaction.

Keywords: Leader Member Exchange, Work Life Balance, Job Satisfaction and Employee Loyalty