

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Hubungan Antara *Work Life Balance* Dan *Leader Member Exchange* Terhadap Loyalitas Karyawan Dengan Kepuasan Kerja Sebagai Variabel Intervening Pada Karyawan PT. Agrimitra Utama Persada. Metode pengumpulan data melalui survei dan mengedarkan kuisisioner, dengan sampel 74 responden. Metode analisis yang digunakan adalah analisis regresi linear berganda menggunakan SPSS.

Hasil penelitian yang didapatkan berdasarkan Uji Parsial (Uji t) diperoleh *Work Life Balance*, *Leader Member Exchange* berpengaruh signifikan terhadap Kepuasan Kerja. *Work Life Balance*, *Leader Member Exchange* dan Kepuasan Kerja berpengaruh signifikan terhadap Loyalitas Karyawan. Pengaruh langsung *Work Life Balance* lebih besar dibandingkan pengaruh tidak langsung *Work Life Balance* terhadap Loyalitas Karyawan melalui Kepuasan Kerja. Pengaruh langsung *Leader Member Exchange* lebih besar dibandingkan pengaruh tidak langsung *Leader Member Exchange* terhadap Loyalitas Karyawan melalui Kepuasan Kerja.

Kontibusi sumbangan variabel *independen Work Life Balance* dan *Leader Member Exchange* terhadap variabel *dependen* Kepuasan Kerja (Z) adalah sebesar 58,3%. Sedangkan sisanya adalah sebesar 41,7% dipengaruhi oleh variabel lain di luar penelitian ini. Kontibusi sumbangan variabel *independen Work Life Balance*, *Leader Member Exchange* dan Kepuasan Kerja terhadap variabel *dependen* Loyalitas Karyawan (Y) adalah sebesar 63,2%. Sedangkan sisanya adalah sebesar 36,8% dipengaruhi oleh variabel lain di luar penelitian ini.

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

ABSTRACT

This study aims to examine how big the relationship between work life balance and leader member exchange on employee loyalty with job satisfaction as an intervening variable for employees of PT. Main Agrimitra Persada. The method of collecting data is through surveys and distributing questionnaires, with a sample of 74 respondents. The analytical method used is multiple linear regression analysis using SPSS.

The results obtained based on the Partial Test (t test) obtained Work Life Balance, Leader Member Exchange has a significant effect on Job Satisfaction. Work Life Balance, Leader Member Exchange and Job Satisfaction have a significant effect on Employee Loyalty. The direct effect of Work Life Balance is greater than the indirect effect of Work Life Balance on Employee Loyalty through Job Satisfaction. The direct influence of Leader Member Exchange is greater than the indirect effect of Leader Member Exchange on Employee Loyalty through Job Satisfaction.

The contribution of the independent variables Work Life Balance and Leader Member Exchange to the dependent variable Job Satisfaction (Z) is 58.3%. While the remaining 41.7% is influenced by other variables outside of this study. The contribution of the independent variables Work Life Balance, Leader Member Exchange and Job Satisfaction to the dependent variable Employee Loyalty (Y) is 63.2%. While the remaining 36.8% is influenced by other variables outside of this study.

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