

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *workplace well-being* terhadap loyalitas karyawan CV Rajawali Cellular TAP Ruteng. Hipotesis yang diajukan adalah terdapat pengaruh positif antara tingkat *workplace well-being* dengan tingkat loyalitas karyawan di perusahaan tersebut. Subjek penelitian melibatkan 62 karyawan yang bekerja di CV Rajawali Cellular TAP Ruteng dengan masa kerja minimal 1 tahun. Metode pengumpulan data dilakukan melalui penggunaan skala *workplace well-being* dan loyalitas karyawan. Analisis data dilakukan menggunakan teknik regresi linier sederhana. Hasil analisis data menunjukkan koefisien regresi (b) sebesar 0,486 ( $p = 0,000$ ), mengindikasikan adanya pengaruh positif dan signifikan antara tingkat *workplace well-being* dengan tingkat loyalitas karyawan. Selain itu, uji koefisien determinasi ( $R^2$ ) sebesar 0,324 menunjukkan bahwa 32,4% dari variabilitas loyalitas karyawan dapat dijelaskan oleh variabel *workplace well-being*, sementara 67,6% sisanya dipengaruhi oleh faktor lain seperti lingkungan kerja, masalah personal, konflik kerja, atau iklim kerja yang tidak tercakup dalam penelitian ini.

**Kata Kunci:** Karyawan, *Workplace Well-Being*, Loyalitas Karyawan

## **ABSTRACT**

*This research aims to determine the effect of workplace well-being on employee loyalty at CV Rajawali Cellular TAP Ruteng. The hypothesis proposed is that there is a positive influence between the level of workplace well-being and the level of employee loyalty in the company. The research subjects involved 62 employees who worked at CV Rajawali Cellular TAP Ruteng with a minimum work period of 1 year. The data collection method is carried out through the use of workplace well-being and employee loyalty scales. Data analysis was carried out using simple linear regression techniques. The results of data analysis show a regression coefficient (b) of 0.486 ( $p = 0.000$ ), indicating that there is a positive and significant influence between the level of workplace well-being and the level of employee loyalty. In addition, the coefficient of determination test ( $R^2$ ) of 0.324 shows that 32.4% of the variability in employee loyalty can be explained by workplace well-being variables, while the remaining 67.6% is influenced by other factors such as work environment, personal problems, work conflicts, or work climate not covered in this research.*

**Keywords:** *Employee, Workplace Well-Being, Employee Loyalty*