

ABSTRAK

Penelitian ini bertujuan untuk menguji secara empiris pengaruh *servant leadership*, terhadap loyalitas karyawan melalui peran mediasi kepuasan karyawan. Analisis ini menggunakan variabel independen yaitu *servant leadership*, variabel intervening kepuasan karyawan. Variabel dependennya adalah loyalitas karyawan.

Sampel penelitian ini adalah karyawan PT. Bumitama Gunajaya Agro Wilayah 10 (BGA Group) Ketapang, Kalimantan Barat. Sampel dilakukan dengan metode teknik sampling. Pengumpulan data dilakukan dengan kuesioner disebarkan ke karyawan sebanyak 150 kuesioner. Metode statistik menggunakan Analisis Regresi Linear Berganda, dengan pengujian hipotesis uji statistik t.

Hasil penelitian ini menunjukkan bahwa *servant leadership* mempengaruhi loyalitas karyawan, *servant leadership* mempengaruhi kepuasan karyawan, kepuasan karyawan mempengaruhi loyalitas karyawan dan terdapat pengaruh *servant leadership* terhadap loyalitas karyawan melalui peran mediasi kepuasan karyawan,

Kata kunci : *servant leadership*, loyalitas karyawan dan kepuasan karyawan.

ABSTRACT

This research was aimed to examine empirically the effect of servant leadership, toward employee loyalty through the mediating role of employee satisfaction. The analysis used an independent variable of servant leadership, intervening variable is satisfaction employee. The dependent variable is loyalty employee.

The sample of this research are employee of the PT. Bumitama Gunajaya Agro region 10 (BGA Group) Ketapang, Kalimantan Barat. The sample was conducted by sampling method. Collecting data was conducted by a questionnaire distributed to employee as much 150 questionnaires. The statistical method used was multiple analysis linear regression, with hypotheses testing of statistic t-test.

The result of this research showed that servant leadership effect employee loyalty, servant leadership effect employee satisfaction, employee satisfaction effect employee loyalty and effect of servant leadership toward employee loyalty through employee satisfaction.

Keyword : *servant leadership, employee loyalty and employee satisfaction.*