

PENGARUH LINGKUNGAN KERJA NON FISIK DAN *WORK LIFE BALANCE* TERHADAP LOYALITAS KARYAWAN ROOFTOP COFFE UJUNGBERUNG

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui gambaran dan pengaruh dari Lingkungan Kerja Non Fisik Dan *Work life balance* Terhadap Loyalitas Karyawan Rooftop Coffe Ujungberung. Objek penelitian ini adalah perusahaan yang bergerak dibidang *food and beverage* bernama Rooftop Coffe Ujungberung dengan jumlah populasi 35 karyawan dengan teknik pengambilan sampel yaitu *sampling* jenuh. Metode yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Hasil penelitian menunjukkan bahwa secara parsial variabel Lingkungan kerja non fisik (*independen*) tidak terdapat pengaruh terhadap variabel Loyalitas karyawan (*dependen*) sebesar 28% dan *Work life balance* (*independen*) terdapat pengaruh terhadap variabel Loyalitas karyawan (*dependen*) sebesar 40%. Secara simultan didapatkan hasil bahwa variabel Lingkungan kerja non fisik dan *Work life balance* terdapat pengaruh terhadap Loyalitas Karyawan sebesar 36,6%.

Kata Kunci : Lingkungan Kerja Non Fisik, *Work Life Balance*, Loyalitas Karyawan

**THE EFFECT OF NON-PHYSICAL WORK ENVIRONMENT AND WORK-
LIFE BALANCE ON EMPLOYEE LOYALTY OF ROOFTOP COFFE
UJUNGBERUNG**

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ABSTRACT

This study aims to find out the description and influence of Non-Physical Work Environment and Work-Life Balance on employee loyalty of Rooftop Coffe Ujungberung. The object of this research is a company engaged in the food and beverage sector called Rooftop Coffee Ujungberung with a population of 35 employees with a saturated sampling technique. The method used is a quantitative method with a descriptive and verifiable approach. The results of the study show that partially the non-physical (independent) work environment variable has no influence on the employee loyalty variable (dependent) by 28% and Work life balance (independent) has an influence on the employee loyalty variable (dependent) by 40%. Simultaneously, the results were obtained that the variables of non-physical work environment and Work life balance had an influence on Employee Loyalty by 36.6%.

Keywords: *Non-Physical Work Environment, Work Life Balance, Employee Loyalty*