

**PENGARUH MOTIVASI KERJA PUBLIC RELATIONS
TERHADAP LOYALITAS KARYAWAN
(Periode Audit Oktober – Desember 2015)**

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Abstrak

Latar Belakang penelitian ini adalah banyaknya karyawan PT. Menara Indonesia yang *resign* dalam kurun waktu kurang dari tiga bulan karena ketidaksesuaian pendapatan. **Tujuan Penelitian** adalah untuk mengukur besarnya pengaruh motivasi kerja *Public Relations* terhadap loyalitas karyawan PT Menara Indonesia. **Tinjauan Pustaka** Komunikasi, Komunikasi Organisasi, *Public Relations*, *Public Relations Internal*, *Employee Relations*, Motivasi Kerja Karyawan, Loyalitas Karyawan. **Metodologi Penelitian** yang digunakan adalah pendekatan kuantitatif, jenis penelitian eksplanatif, dan metode penelitian survei. Populasi penelitian ini adalah karyawan PT. Menara Indonesia sebanyak 78 dengan sampel penelitian 78. **Hasil Penelitian** uji korelasi nilai r sebesar 0,461 terdapat hubungan positif yang sedang. Variabel X yaitu motivasi kerja *Public Relations* dengan Variabel Y yaitu loyalitas karyawan sebesar 21,2%. Uji t hitung sebesar 4,529 > t tabel 1,658 artinya H_a diterima dan H_o ditolak. **Saran** diharapkan pihak PT. Menara Indonesia dapat melihat motif yang dibutuhkan dari masing – masing karyawan guna mengetahui motivasi apa yang dibutuhkan oleh PT. Menara Indonesia. Dapat dilakukan dengan melakukan *Sharing* dan melakukan kegiatan *Public Relations*.

Kata Kunci : Pengaruh Motivasi Kerja, *Public Relations*, Loyalitas Karyawan.

THE INFLUENCE OF WORK MOTIVATION PUBLIC RELATIONS TO EMPLOYEE LOYALTY PT MENARA INDONESIA

(The Period of an Audit October – December 2015)

Andieka Shielawati

Abstract

Background of this research is the large number of employees of PT. Menara Indonesia who resign within a period of less than three months under because of a mismatch of income. **Purpose** of this research is to know the result of influence motivation work Public Relations to employee's loyalty PT. Menara Indonesia. **Literature** Communication, Communication Organization, Public Relations, Public Relations Internal, Employee Relations, Motivation Employee's Work, Loyalty Employee's. **Research Method** using the quantitative approach, it is a kind of eksplanative research, and using survey method. This research's population is the PT. Menara Indonesia for 78 and took 78 research sample. **Research results** correlation, r value of 0,461 there is a positive value. The variable X motivation work Public Relations and variable Y is employee's loyalty. The test count of $4,529 > t$ tables 1,658 means H_a accepted and H_o rejected. **Suggestions** PT. Menara Indonesia is expected to be able to see the motives required of each employee to know the motivation of what is needed by PT. Menara Indonesia. It can be done by sharing and conducting public relations.

Keywords : Influence Work Motivation, Public Relations, Loyalty Employee's.