

ABSTRACT

Ali Sosa, NIM. 3402190382. "The Effect of Leader Member Exchange and Corporate Culture on Employee Loyalty (Case study at CV Karina)". Under the guidance of Mr.Dr. Nana Darna, S.E., M.M (Advisor 1) and Ibu Lia Yulia, S.T., M.M. (Advisor II).

This research is focused on the effect of leader member exchange and corporate culture on employee loyalty (Study at CV. Karina). The problems faced in this study are: 1) How is the influence of Leader member exchange on employee loyalty of CV Karina?; 2) How does corporate culture influence the loyalty of CV Karina employees?; 3) How is the influence of Leader member exchange and corporate culture on employee loyalty of CV Karina?; The purpose of this research is to find out: 1) The effect of leader member exchange on employee loyalty of CV Karina; 2) The influence of corporate culture on employee loyalty of CV Karina; 3) The effect of leader member exchange and corporate culture on employee loyalty of CV Karina. The method used in this research is a survey method with a quantitative approach. The data analysis technique uses descriptive and verification data analysis techniques (simple correlation coefficient and multiple correlation coefficient, simple linear regression and multiple linear regression, coefficient of determination, t test and f test). The results of this study indicate that: 1) leader member exchange has a positive and significant effect on employee loyalty. 2) corporate culture has a positive and significant effect on employee loyalty. 3) leader member exchange and corporate culture have a positive and significant effect on employee loyalty.

Kata Kunci: *Leader Member Exchange, Corporate Culture and Loyalty*