

Analisis Loyalitas Karyawan dalam Pengembangan Karir di Pt. Griya Pratama Cabang Yomart Jatihandap Fresh

Analysis Of Employee Loyalty In Career Development At Pt. Griya Pratama Yomart Jatihandap Fresh

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A B S T R A K

Penelitian ini memiliki tujuan untuk menganalisis loyalitas karyawan dalam pengembangan karir di PT. Griya Pratama Cabang Yomart Jatihandap Fresh. Dalam penelitian ini, pendekatan yang diterapkan adalah kualitatif. Data yang diperoleh melalui observasi, wawancara, dan dokumentasi terhadap empat informan dari berbagai posisi di perusahaan. Pusat perhatian penelitian ini terbagi antara dua aspek penting, yaitu loyalitas dan pengembangan karir.

Hasil penelitian menunjukkan bahwa loyalitas karyawan di Yomart Jatihandap Fresh tergolong tinggi. Para karyawan menunjukkan kepatuhan terhadap peraturan, tanggung jawab dalam melaksanakan tugas, sikap pengabdian terhadap perusahaan, dan menjaga kejujuran dalam bekerja. Namun demikian, pengembangan karir di perusahaan masih menghadapi tantangan, seperti ketidakjelasan jalur promosi, kurangnya transparansi, dan keterbatasan dukungan dari manajemen. Meskipun karyawan tetap loyalitas, kurangnya peluang pengembangan karir berpotensi menurunkan motivasi dan kinerja mereka dalam jangka panjang.

A B S T R A C T

This study aims to analyze employee loyalty and career development at PT. Griya Pratama, Yomart Jatihandap Fresh Branch. A qualitative approach was employed. Data were obtained through observation, interviews, and documentation with four informants from various positions within the company. The focus of this study was divided between two key aspects, loyalty and career development.

The results indicate that employee loyalty at Yomart Jatihandap Fresh is relatively high. Employees demonstrate compliance with regulations, responsibility in carrying out their duties, dedication to the company, and honesty in their work. However, career development at the company still faces challenges, such as unclear promotion paths, a lack of transparency, and limited support from management. Although employees remain loyal, the lack of career development opportunities has the potential to reduce their motivation and performance in the long term.

Keywords:

Loyalty, Career Development, SDM

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