

THE EFFECT OF CREATIVITY AND LOYALTY ON EMPLOYEE PERFORMANCE IN PT. TRIBUN MEDAN DAILY

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ABSTRACT

Tribun Medan is one of the local newspaper network companies in Kompas Gramedia that provides useful information or knowledge for the community. The purpose of this study was to determine the effect of creativity on employee performance, the effect of loyalty on employee performance and the influence of creativity and loyalty on employee performance at PT. Tribun Medan Daily. The population in this study amounted to 114 respondents, the determination of the sample in this study using the Slovin formula and the sample obtained was 53 respondents. The data obtained in this study are primary data obtained from questionnaires. The data analysis technique used is descriptive analysis and multiple linear regression analysis which will then be processed using the SPSS Version 23 application. Based on the research results, it is known that Creativity and Loyalty have a significant positive effect on Employee Performance. This can be seen from the results of the F-test where F-count is 59.493 with a significance level of 0.000. Based on the results of the data if the value of the coefficient of determination R² is 0.704 which indicates that 70.4% of employee performance at PT. Daily Tribune Medan in the influence of Creativity and Loyalty while the rest is influenced by other factors in this study.

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1. INTRODUCTION

Bank Business organizations can survive in the midst of very tight competition today because of the ability of human resources to manage their business and the main factor determining the success of the company (Askiah & Fauziah, 2021). Every operational activity of the company is inseparable from the role of human resources in operating technology where the role of technology cannot work effectively and optimally if it is not operated by people who are experts in their fields (Askiah & Fauziah, 2021).

Human resources must also be required to explore creativity in improving the performance of an organization (Apriangi et al. 2018). Creativity is the potential of every human being and does not come from outside the individual (Suryana, 2017). Human creativity is born with the birth of humans. From birth, individuals show a tendency to self-actualization. Creativity is very important in this life because creativity is a very important skill in the process of life. We must admit that it is actually difficult to determine a valid definition of creativity because creativity is a multidimensional and multidimensional concept. Many experts have proposed a definition of creativity. Empirical studies showing that creativity affects performance include studies by Agus (2013) and Hafsah (2017).

Creativity comes from individuals with formal education and prior experience-based skills and creative thinking skills. Employee creativity is expected to enable employees to handle very complex tasks and achieve peak performance. The phenomenon of employee creativity at PT. Daily Tribune Medan, such as innovation and creativity in work, most employees are still not optimal, and in the workplace, some employees only carry out routine tasks and make mistakes in fulfilling their obligations, Boss, but not following the vision, mission, and goals of the organization. Other factors that affect the performance of employees at PT. Daily Tribune Medan is loyalty. The term loyalty is often associated with how much time and energy employees put into their work without expecting anything in return from the organization. Loyalty can also make the individual condition become bound in all his activities (Aryana & Winoto, 2017). Many employees stay in the company because of the salary and bonuses.

According to Rivai (2011: 99), loyalty is synonymous with loyalty which is intended to be carried out under various conditions without the expectation of unconditional rewards. Since loyalty is a psychological state that binds an employee to the organization, the concept of employee loyalty is not only based on how long the person has been in the organization, but also how much thought, attention, and physical loyalty

reflect ideas and dedication. Dedicate yourself completely to your organization. Previous research that shows that loyalty has a significant positive effect on performance includes research by Anjelika (2018) and Rowen (2017).

The phenomenon of employee retention of PT. The Medan Tribune daily asked about employees who are not responsible for their work or do not like their work. This can be seen in employees who leave or arrive at work without completing tasks that must be completed immediately. Therefore, companies must create a conducive and comfortable work atmosphere so that employees have loyalty in doing their jobs (Malik, 2014). Employee loyalty or loyalty is reflected by the willingness of employees to maintain and defend the organization inside and outside of work from irresponsible people (Hasibuan, 2013). If someone has loyalty and loyalty to something, then that person is willing to sacrifice for what he believes in. Based on the explanation above, the researcher limits the problem in this study only on creativity, loyalty and employee performance.

2. LITERATURE REVIEW

2.1 Performance

Colquitt (2009:224) suggests that performance is the value of various employee behaviors that contribute positively or negatively to the achievement of organizational goals. Performance has three dimensions: (1) task behavior, (2) moral behavior, and (3) partner behavior. Task behavior is the behavior of employees who are directly involved in turning organizational resources into benevolence, service, or organizational production. Task behavior includes routine tasks and update tasks. Ethical behavior is a voluntary activity by employees that contributes to the improvement of the overall quality of the organization. Examples include going beyond formal obligations and trying to love the organization without expecting anything in return. Based on some of the expert opinions above, the authors argue that employee performance is employee performance in terms of qualitative and quantitative in carrying out work following the responsibilities given, and constant. Employee performance is a major issue that needs to be considered because the success of an organization in achieving the goals set is highly dependent on employee performance.

According to Widodo (2016: 86) suggests that there are seven performance indicators, namely:

- a. Destination, A goal is a better state to be achieved in the future. Thus, goals indicate the direction in which performance should be carried out
- b. Standard, Standard is a measure of whether the desired goal can be achieved. Without standards, it is impossible to know when a goal will be achieved.
- c. Feedback, Feedback is the input needed to measure performance progress, performance standards, and goal achievement. With feedback, performance evaluation is carried out and as a result, performance improvements can be made
- d. Tools or means, Tool or Tools are resources that can be used to help accomplish goals successfully. Tools or means are supporting factors for achieving goals.
- e. Competence, Competence is the main requirement in performance. Competence is the ability possessed by a person to carry out the work given to him well.
- f. Motive, A motive is a reason or impetus for someone to do something.
- g. Opportunity, Tasks get higher priority, get more attention, and take up the available time.

2.2 Creativity

According to Munandar (2012:29), creativity provides the ability to create new combinations based on existing data, information, or elements. Munandar in this case means that creativity does not really have to create something new, but a combination (combination) of what already exists. Data, information, or pre-existing elements, in the sense that they already exist or have been known before, including all the knowledge that a person has ever acquired, and the experiences he has in his life. Therefore, every experience makes creation possible. In other words, combining elements creates something new. Creativity (creative thinking or divergent thinking) is an act of creativity based on available data or information and finding many possible answers to a problem, with an emphasis on quantity, efficiency, and variety of answers. The answers given must be in accordance with the questions that require attention to the quality and quality of the answers. Creative thinking in answering every problem is thinking fluently (able to give many answers), showing flexibility in thinking (flexibility), giving different answers, and seeing problems from various angles. Operationally, creativity can be formulated as "fluency, flexibility, the ability to think that reflects originality, and the ability to refine (develop, enrich, and elaborate) ideas". Creativity is a

thought process that encourages a person to find new ways and ways of solving problems. And I realized that the fun and excitement of creative activity are important, not what is born in the process.

Based on the previous explanation, creativity is the ability to create ideas that are unique, different, original, new, beautiful, efficient, and meaningful, to make other people try them, and to find new ways of doing things. flexible and creative thinking processes and how to solve problems. Some of the explanations above suggest that creativity is essentially a person's ability to create something new, either in the form of ideas or real works, in the form of new works, or a combination of things that already exist. Very different from what has been done before.

According to Basrowi, (2012:42) creativity indicators are as follows:

- a. Fluency, namely the ability to generate many ideas.
- b. Flexibility, namely the ability to propose a variety of solutions or approaches to problems.
- c. Originality, namely the ability to generate ideas originally.
- d. Elaboration, the ability to describe in detail.
- e. Redefinition, namely the ability to review a problem.

2.3 Loyalty

According to Rivai (2009:27), the concept of loyalty is the extent to which consumers show repurchase behavior, positive attitudes, and use of a brand's product in the long term. According to Dessler (2007: 128), loyalty is the behavior of consumers who make purchases regularly or repeatedly in relation to the decision-making unit.

According to Kurniawan (2015:65), indicators of work loyalty are:

- a. Comply with the rules, comply with all applicable laws and regulations, comply with formal orders from the responsible supervisor, and always comply with the specified working hours,
- b. Specifically responsible, able to complete tasks properly and on time, always keeping as much official merchandise as possible, prioritizing the interests of the service above the interests of the group, the mistakes I have made,
- c. Contribute thoughts and energy to the organization wholeheartedly.
- d. Do work with integrity, above all, always with integrity, don't feel forced, don't blame yourself for the authority, and report the results of the work directly to the boss.

3. METHOD

This research was conducted at PT. Daily Tribune Medan, Jalan Kiai Haji Wahid Hasyim Number 37, Babura, Medan Baru, Medan, North Sumatra 20154. The object of this research is the employees of PT. Tribun Medan Daily, with the variables, studied, namely creativity as the X1 variable, loyalty as the X2 variable, and performance as the Y variable. This research is planned from May 2022 to August 2022. The population in this study were employees at PT. Daily Tribune Medan has as many as 114 employees. Consisting of 44 Editors, 31 Contract Business people, 24 Out Source people, and 15 AE-Freelance people. According to Sugiyono (2009) population is a generational area consisting of object or subjects that have certain characteristic qualities presented by researchers to be studied and then draw conclusions.

The sample of this study was taken using the calculation of the Slovin formula, the number of samples obtained was 53 employees. Data collection techniques using interviews (Interviews) and using Questionnaires. The method of collecting data is by making a list of questions in the form of a questionnaire that is shown to employees who will be sampled. Information; Strongly Agree (SA) with a score of 5, Agree (A) with a weight of 4, Disagree (D) with a weight of 3, Disagree (DS) with a weight of 2, Strongly Disagree (SD) with a weight of 1. The data analysis method used is descriptive analysis, multiple linear regression analysis, and hypothesis testing using the F test, t-test, and R2 test using the SPSS version 23 application (Ghozali, 2013).

4. RESULTS AND DISCUSSIONS

4.1 Characteristics of Respondents

Respondents in this study were 53 people. The largest respondents in this study were men or in other words, employees who worked at PT. Tribun Medan daily is dominated by men. Male 33 people 62%, female 20 people 38%. The most respondents were aged 22-31 years, as many as 58% (31 people). Age 22-31 years amounted to 31 people 58%, Age 32-41 years amounted to 18 people 34%, Age 42-51 years amounted to 4 people 8%. The most respondents with the latest educational characteristics are S1, as many as 57% (30 people). The last education was high school as many as 19 people 36%, S1 as many as 30 people 57%, S2 as many as 4 people 8%.

4.2 Presentation of Data and Creativity Free Variables (X_1) at PT Harian Tribun Medan

Data stating Strongly Agree (SS) that I can express ideas or ideas with 33 people (62.3 %), while those who stated Agree (S) were 20 people (37.7%). Data stating Strongly Agree (SS) that I can find alternative ideas in solved the problem as many as 25 people (47.2%), while those who stated Agree (S) were 27 people (50.9%) Disagree (KS) 1 person (1.9%). Data stating Strongly Agree (SS) that I can develop existing ideas previously there were 26 people (49.1%), while those who stated Agree (S) were 26 people (49.1%) Disagree (KS) were 1 person (1.9%). Data stating Strongly Agree (SS) that I can find new ideas that come from myself in completing the task as many as 32 people (60.4%), while those who stated Agree (S) were 20 people (37.7%) Disagree (KS) were 1 person (1.9%).

Data stating Strongly Agree (SS) that I believe I can work hard in completed the task as many as 21 people (39.6%), while those who stated Agree (S) 23 people (43.4%), Disagree (KS) were 5 people (9.4%), Disagree (TS) 4 people (7.5%). Data stating Strongly Agree (SS) that I believe that my abilities able to face the obstacles that arise in carrying out the work as many as 22 people (41.5%), while those who stated Agree (S) were 29 people (54.7%), Disagree (KS) were 2 people (3.8%).

Data stating Strongly Agree (SS) that I believe that I can carry out the task given in various activities as many as 25 people (47.2%), while those who stated Agree (S) were 23 people (43.4%) Disagree (KS) were 5 people (9.4%). Data stating Strongly Agree (SS) that I believe that I can carry out the task given in various activities as many as 23 people (43.4%), while those who stated Agree (S) were 29 people (54.7%) Disagree (KS) were 1 person (1.9%).

4.3 Presentation of Data and Loyalty Free Variables (X_2) at PT Harian Tribun Medan

Data who stated Strongly Agree (SS) that Obey the regulations without the need for strict supervision as many as 11 people (20.8%), Agree (S) 27 people (50.9%), Disagree (KS) 13 people (24.5%), Disagree (TS) as many as 1 people (1.9%), and Strongly Disagree (STS) as much as 1 person (1.9%). Data which states Strongly Agree (SS) that I complete the work assigned by my superior well as many as 13 people (24.5%), while those who stated Agree (S) were 22 people (41.5%), Disagree (KS) were 16 people (30.2%), Disagree (TS) were 2 people (3.8%). Data stating Strongly Agree (SS) that I always offer assistance to colleagues when my work has been completed are 26 people (49.1%), Agree (S) are 26 people (49.1%), Disagree (KS)) as many as 1 people (1.9%).

Data stating Strongly Agree (SS) that I am happy to help solve problems that are being experienced by colleagues (fellow employees in the company) . as many as 26 people (49.1%), while those who stated Agree (S) were 22 people (41.5%), Disagree (KS) were 4 people (7.5%), and Disagree (TS) were 1 people (1.9%). Data stating Strongly Agree (SS) that I always pay attention to matters discussed regarding the progress of the company are 17 people (27%), Agree (S) are 35 people (55.6%), Disagree (KS) are 10 people (15.9%), Disagree (TS) 1 person (1.6%). Data stating Strongly Agree (SS) that have a high concern for the company as many as 24 people (45.3%), while those who stated Agree (S) were 22 people (41.5%) Disagree (KS) 7 people (13.2%).

Data stating Strongly Agree (SS) that Has the opportunity to do the best for the company as many as 24 people (45.3%), while those stating Agree (S) are 25 people (47.2%), Disagree (KS) as many as 4 people (7.5%). Data stating Strongly Agree (SS) that with long working hours increased my loyalty in this company as many as 22 people (41.5%), while those who stated Agree (S) were 30 people (56.6%), Disagree (KS) as many as 1 people (1.9%).

4.4 Presentation of Data and Employee Performance Bound Variables (Y) at PT Harian Tribun Medan

Data 18 people (34%), who stated Strongly Agree (SS) that employees could know the direction of the performance goals that must be carried out in the company, while those who stated Agree (S) were 31 people (58.5%), Disagree (KS) as many as 4 people (7.5%). Data stating Strongly Agree (SS) that Employees are always on time in completing work following the standards set in the company are 27 people (50.9%), while those who agree (S) are 25 people (47.2%), Disagree (KS) as many as 1 people (1.9%).

Data stating Strongly Agree (SS) that With the knowledge I have, I can complete the job well as many as 21 people (39.6%), while those who state Agree (S) are 30 people (56.6%), Disagree (KS) as many as 2 people (3.8%). Data stating Strongly Agree (SS) that the existing tools or facilities can be used properly to help complete the work obtained are 17 people (32.1%), while those who state Agree (S) 32 people (60.4%), Disagree (KS) as many as 4 people (7.5%). I can complete work according to the standards set by the leadership.

Data stating Strongly Agree (SS) that I can complete the work according to the standards set by the leadership are 24 people (45.3%), while those who state Agree (S) are 28 people (52.8%), Disagree (KS) as many as 1 people (1.9%). Data stating Strongly Agree (SS) that there is high motivation from employees in completing tasks as many as 17 people (32.1%), while those who state Agree (S) are 31 people (58.5%), Disagree (KS) as many as 4 people (7.5%), Disagree (TS) as many as 1 people (1.9%).

Data stating Strongly Agree (SS) that the Company made efforts to obtain feedback from customers about service quality were 16 people (30.2%), while those who stated Agree (S) were 27 people (50.9%), Disagree (KS) as many as 9 people (17%), Disagree (TS) as many as 1 people (1.9%). Data stating Strongly Agree (SS) that the company provides opportunities to get a higher position are 20 people (37.7%), while those who state Agree (S) are 32 people (60.4%), Disagree (KS) as many as 1 people (1.9%).

4.5 Validity test

Validity test is used to measure the validity or validity of a questionnaire. A measuring instrument is said to be valid if the scale is used to measure what it is supposed to measure. The data shows that the results of the questionnaire that include indicators on the creativity variable have met the validity requirements, namely $r\text{-count} > r\text{-table}$. Therefore, these indicators can be used to measure the variables of this study. The data shows that all indicators on the loyalty variable have met the validity requirements, namely $r\text{-count} > r\text{-table}$. Therefore, these indicators can be used to measure the variables of this study. The data also shows that all indicators on employee performance variables have met the validity requirements, namely $r\text{-count} > r\text{-table}$. Therefore, these indicators can be used to measure the variables of this study.

4.6 Reliability Test

The reliability test is intended to measure a questionnaire which is an indicator of a variable. Reliability was measured by the statistical test *Cronbach's alpha* (α). A variable is said to be reliable if it gives *Cronbach's alpha value* > 0.60 . Based on the results of the analysis seen, it can be seen that Cronbach's absent figure is 0.80. This means all statements about creativity are reliable to use. Based on the results of the analysis, it can be seen that Cronbach's alpha number is 0.84. This means all statements about loyalty variables are to be used. Based on the results of the analysis, it can be seen that Cronbach's alpha number is 0.84. This means all statements about employee performance are variable to use. Based on the results of the reliability study above, it is known that Cronbach's negligent number is 0.80, 0.84, 0.84. This value is greater than 0.60. This means that the indicators in this study are reliable, which was carried out using the independent variables of creativity and loyalty and the dependent variable of employee performance.

4.7 Classic Assumption Test

A Classical assumption test is a statistical requirement that must be met in multiple linear regression analysis. The classical assumption test that is often used is the normality test and the multicollinearity test. In this study, the two assumptions mentioned above were tested because the independent variables used in this study were more than one (multiple). The independent variable X_1 is creativity, and the independent variable X_2 is loyalty.

4.8 Normality test

The normality test aims to test whether the data in the regression model is normally distributed or not, a good regression model if the data distribution follows a normal distribution or is close to normal. The normality of data can also be tested with the Kolmogorov-Smirnov test. From the table, *One-Sample Kolmogorov-Smirnov Test* obtained probability numbers or *Asym. Sig. (2-tailed)*. This value is compared to 0.05 for decision-making with guidelines, namely:

- a) Value of Sig. or significance or probability value < 0.05 , it can be concluded that the data are not normally distributed.
- b) Value of Sig. or significance or probability value > 0.05 , it can be concluded that the data is normally distributed.

Based on the results of the normality test, it is known that the significance value is $0.451 > 0.05$, so it can be concluded that the data is normally distributed.

4.9 Multicollinearity Test

The multicollinearity test was used to see whether the regression model found a correlation between the independent variables. If there is a correlation, it is called a multicollinearity problem. The way to find

out is by looking at the value of the *Variance Inflation Factor (VIF)*. If the *Tolerance value* <0.10 and the VIF value > 10.00 then multicollinearity occurs. The results of data processing show that the tolerance value is > 0.10 and the VIF value is < 10.00, so this indicates that there is no multicollinearity. It can be concluded that the *tolerance value* for the two independent variables is (0.580) > 0.10 and the *Variance Inflation Factor (VIF)* value is also for the two independent variables (1.969) < 10.00, so this indicates that there is no multicollinearity between the independent variables.

4.10 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure the intensity of the relationship between two or more variables, make predictions about the estimated value of Y for X₁ and X₂). Multiple linear regression equation can be obtained as follows:

$$Y = a + b_1x_1 + b_2x_2 + e$$
$$Y = 3.440 + 0.515x_1 + 0.378x_2 + e$$

Model interpretation:

- Constant (a) = 3,440 indicates a constant value, if the value of the independent variable (creativity and loyalty) = 0 then the performance (Y) will increase by 3,440 units.
- The value of the regression coefficient β_1 of 0.515 in this study can be interpreted that the creativity variable (X₁) has a positive effect on performance (Y). This shows that when the creativity variable is met, the performance will be good/high.
- The value of the regression coefficient β_2 of 0.378 in this study can be interpreted that the loyalty variable (X₂) has a positive effect on performance (Y). This shows that when the loyalty variable is met, the performance will be good/high.

4.11 F-Test (Simultaneous)

Simultaneous testing is carried out to answer questions that have been asked both on identification, problem formulation and research hypotheses simultaneously or together. Based on the processing results, it can be seen that the F-table value can be seen that the *calculated F value* > *F table value*, where the *calculated F value* is 59.493 which is greater than the *F table* of 3.18 (59.493 > 3.18) with the probability in this test is 0.000. The probability value (significant value) is < from the value of = 0.05 so it can be concluded that creativity and loyalty have a significant effect on employee performance.

4.12 T test (Partial Test)

Partial tests were carried out to answer questions that had been asked both on identification, problem formulation and research hypotheses partially or individually. Based on the existing data Coefficients can be stated that:

- It can be stated that creativity (X₁) has a significant effect where the value of the partial/individual effect of the variable is 4.420 and the t-table value is 2.008 with a significance level of 0.000 < 0.05 at a significance level of 5% ($\alpha=0.05$) then the proposed hypothesis: creativity (X₁) has a significant effect on employee performance (Y).
- While the loyalty variable (X₂) has a significant influence where the value of the partial/individual influence of the variable is 4.006 and the t-table value is 2.008 with a significance level of 0.000 < 0.05 at a significance level of 5% ($\alpha=0.05$) then the proposed hypothesis: loyalty (X₂) has a significant effect on employee performance (Y).

4.13 Determination Test (R²)

Determination Test aims to measure the ability of the independent variable (free) in explaining the dependent variable (bound). Based on the data obtained, the number R² (*R Square*) is 0.704 or (70.4%). This shows that creativity and loyalty to employee performance at PT. Tribun Medan daily has an effect of 70.4%. while the rest is influenced by other factors, namely compensation, discipline and work environment.

5. CONCLUSION

Based on the results of the discussion data analysis that has been described in the previous chapter, the following conclusions can be drawn: Based on the results of the simultaneous significance test on the creativity (X₁) and loyalty (X₂) Variables simultaneously or simultaneously have a positive and significant effect on the employee performance variable (Y) PT. Daily Tribune F count > F table value, where the

calculated F value is 59.493 which is greater than F table of 3.18 ($59.493 > 3.18$) or at a significance level of $0.000 < \leq 0.05$.

Based on the results of the partial significance test, the creativity variable (X1) has a positive and significant effect on the employee performance variable (Y) where the value of the partial/individual effect of the variable is 4.420 and the t-table value is 2,008 with a significance level of $0.000 < 0.05$ at a significance level of 5% ($\alpha=0.05$). Based on the results of the partial significance test, the loyalty variable (X2) has a positive and significant effect on the employee performance variable (Y) where the value of the partial/individual influence of the variable is 4.006 and the t-table value is 2,008 with a significance level of $0.000 < 0.05$ at a significance level of 5% ($\alpha=0.05$).

Based on the results of the determination test, it shows that the creativity variable (X1) and loyalty variable (X2) on the employee performance variable (Y) PT. Tribun Medan daily has an effect of 70.4%. while the rest is influenced by other factors, namely compensation, discipline and **work environment**.

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