The Effect of Job Satisfaction and Employee Loyalty on Employee Performance at PT Gistex Textille Bandung (Case Study of Employee at PT Gistex Textille)

Ayi Muhiban[1], Rheza Rivalino Nurohmat[2*]
PASIM National University, Bandung
Corresponding Author: Rheza Rivalino Nurohmat rhezarival@gmail.com

A B S T R A C T

The purpose of this study was to determine how much influence job satisfaction and employee loyalty have on employee performance at PT. Gistex Textile. The research method used is descriptive and associative method. The unit of analysis in this research is the employees of PT. Gistex Textile. Based on the results of sample calculations using saturated sampling techniques, 228 participants were obtained as research samples. Multiple linear regression analysis was also carried out using the following analysis technique t-test and F-test. Based on the results of the study, the independent variables (job satisfaction and employee loyalty) indicated that there were factors that influenced the dependent variable (employee performance) by 59.8%. The magnitude of the influence of the service quality variable on the intention to use is 39.7%, and the effect of consumer trust on the intention to use is 20.1%. The implication of this research is that companies must conduct further analysis to understand the reasons employees feel dissatisfied with career development opportunities in the company. As well as creating performance-based incentive programs by designing programs related to employee performance and contributions so as to provide additional motivation to try harder and contribute optimally to achieve predetermined targets

INTRODUCTION

In the era of globalization and intense business competition, employee performance has become a crucial factor for the success and sustainability of a company. Companies across various industrial sectors, including the textile industry, are increasingly recognizing the importance of employee performance in achieving their business goals. One critical factor that can affect employee performance is the level of job satisfaction and employee loyalty towards the company they work for.

Job satisfaction refers to the positive feelings employees experience towards their work, work environment, and various aspects related to their jobs. Job satisfaction can influence motivation, commitment, and employee productivity. Employees who are satisfied with their jobs are more likely to be motivated to deliver better performance. Conversely, low job satisfaction can lead to decreased enthusiasm and productivity.

High employee workload is one of the causes of turnover among employees. This can occur because a heavy workload can lead to job-related stress, causing employees to become uncomfortable remaining within the company (Irvianti & Verina, 2015). The turnover rate in Indonesian companies is 64% higher than the total turnover rate in developing countries in the Asia Pacific region (Halim, 2013). Turnover poses a distinct burden for companies, as the effects of turnover can diminish overall work effectiveness.

Employee loyalty depicts the extent to which employees are emotionally attached and committed to the company they work for. Employees who feel loyal to the company are more committed to giving their best performance as they feel valued and appreciated by the company. Employee loyalty can also contribute to employee retention, reducing recruitment and retraining costs.

In the context of PT. Gistex Textile, as a company within the textile industry that demands technical skills and strong teamwork, job satisfaction and employee loyalty can play a crucial role in ensuring quality production and optimal operational efficiency. In the effort to continuously enhance company performance, it is essential to understand how factors such as job satisfaction and employee loyalty can impact overall employee performance.

The objective of this study is to investigate and analyze the influence of job satisfaction and employee loyalty on employee performance at PT. Gistex Textile. By comprehending the relationship between these variables, it is anticipated that this research can provide deeper insights into how company management can enhance employee performance through strategies focused on improving job satisfaction and employee loyalty. The findings of this research are expected to guide PT. Gistex Textile's management in formulating more effective management policies and practices to enhance employee performance. Furthermore, this study can contribute scholarly insights into the context of the relationship between psychological factors such as job satisfaction and employee loyalty and organizational performance within the textile industry.

LITERATURE REVIEW
Job Satisfaction

Job satisfaction refers to an individual's emotional state of contentment or discontentment with their work. It reflects a person's feelings toward their job. (Dadang, 2013, p. 15).

Robbins and Judge propose that job satisfaction is a positive feeling towards one's job, resulting from an evaluation of its characteristics. Individuals with high job satisfaction experience positive sentiments about their work, whereas those with low job satisfaction experience negative sentiments. (Pitasari, N. A. A., & Perdhana, M. S., 2018, p. 2).

H1:   There is an effect of job satisfaction on employee performance in PT. Gistex Textille.

Employee Loyalty

Employee loyalty involves the conscious determination and capability to follow through with dedication, responsibility, and steadfastness demonstrated through daily attitudes and behaviors, as well as in task execution. This perspective signifies that employee loyalty to the job arises internally, and loyalty to the employing company stems from a sense of responsibility and capability. (Riyanti, 2017, p. 6).

Loyalty, or faithfulness, is one of the factors employed in employee evaluations, encompassing allegiance to their job, position, and organization or company. This allegiance is reflected in the employee's willingness to safeguard and uphold the organization both within and beyond the scope of work, against unwarranted influences. (Hasibuan, 2013, p. 21).

H2:   There is an effect of employee loyalty on employee performance in PT. Gistex Textille.

Employee Performance

According to Kasmir as cited by Sri Langgeng Ratnasari et al., individual performance forms the foundation of organizational performance and is significantly influenced by individual characteristics, individual motivation, expectations, and management evaluations of individual work accomplishments (Ratnasari et al., 2020, p. 1).

As per Masran and Mu'ah, also cited by Sri Langgeng Ratnasari et al., performance encompasses an individual's overall outcomes over a specific period while carrying out tasks, such as work output standards, predefined targets, or mutually agreed-upon criteria (Ratnasari et al., 2020, p. 2).

H3:   There is an effect of job satisfaction and employee loyalty on employee performance in PT. Gistex Textille.
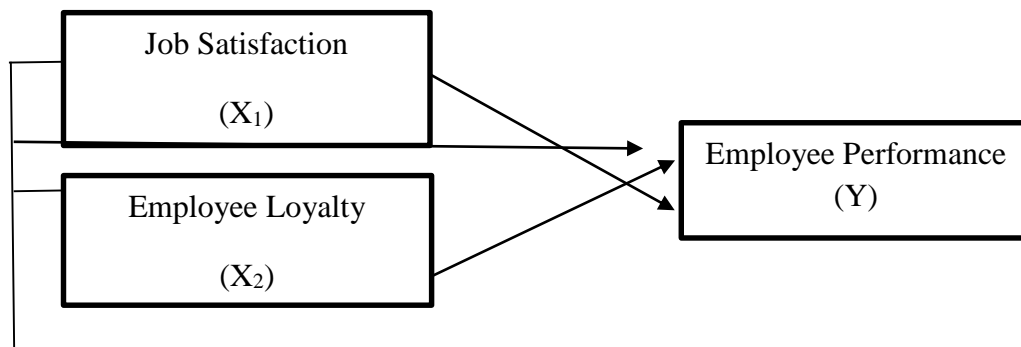
Figure 1. Research Paradigm

METHODOLOGY
Research Design
The writers of this study employed quantitative research techniques together with descriptive and associative methodologies. (Sugiyono, 2017, p. 8) claims that quantitative research methods can be understood as positivist-based research techniques that are used to study particular populations or samples, collect data using research instruments, and analyze that data using quantitative statistics in order to test predetermined hypotheses.

According to (Sugiyono, 2017, p. 35) Descriptive research is a type of research that looks for the presence of independent variables—either one or many (stand-alone variables)—without comparing the variables to one another or searching for links between them. The purpose of using descriptive methods in this study aims to see or identify the description and conditions regarding related variables, namely service quality, consumer confidence, and usage interest.

Meanwhile, according to (Sugiyono, 2017, p. 37) In order to ascertain the association between two or more variables, associative research formulates its study problems. In this study, associative methods are being used to examine the connections between service quality indicators, consumer confidence, and use interest.

Population and Sampling Technique
Population
According to (Sugiyono, 2017, p. 80), a population is a category for generalization made up of objects or subjects with specific attributes and characteristics chosen by researchers for investigation before drawing conclusions. Participants in this study were Employee at PT Gistex Textille, which was 228 people.

Sample
Sample according to (Sugiyono, 2017, p. 81) is a component of the population's size and set of traits. While the sample withdrawal technique according to (Sugiyono, 2017, p. 81) is a method of selecting the sample that will be used in research.

Utilizing nonprobability sampling with saturated sampling, the sample for this investigation was chosen. According to (Sugiyono, 2017, p. 84), nonprobability sampling is a sampling strategy that does not give each

component or member of the population an equal chance to be chosen as a sample.

Meanwhile, according to Sugiyono (2017, p. 85), census is another name for the saturation sampling methodology, which uses the entire population as samples. This method is frequently employed when the population is small. where the entire population is sampled.

Based on the explanation above, because the population in the study was 468 people. then the authors took 5% with sample leeway of the exiting population, namely 228 respondents.

Operational Variables

According to (Sugiyono, 2017, p. 38) the definition of operational in research variables are essentially anything in the form of anything that the researcher decides to study in order to learn more about it and then draw conclusions. Following is a table of variable operationalization in this study, which is based on the preceding description.

Table 1. Variable Operationalization

Variable	Definition	Dimension	Indicators	Scale	Item No.
Job Satisfaction (X₁)	Robbins and Judge (2015) as cited by Pitasari, N. A. A., & Perdhana, M. S. (2018:2) state that job satisfaction is a positive feeling towards one's job, which stems from an evaluation of its characteristics.	Intrinsic Components	Fulfillment of Basic Needs	Ordinal	1
			Engagement in Work	Ordinal	2
			Recognition of Job Achievements	Ordinal	3
			Sense of Accomplishment	Ordinal	4
			Salary and Benefits	Ordinal	5
			Career Development Opportunities	Ordinal	6
			Work Environment	Ordinal	7
			Leadership	Ordinal	8
			Work-Life Balance	Ordinal	9
			Recognition of Job Achievements	Ordinal	10

Variable	Definition	Dimension	Indicators	Scale	Item No.
Employee Loyalty (X_2)	According to Saydam as cited in Riyanti (2015:6), work loyalty is the determination and capability to adhere to all regulations, fulfill, and practice everything that is followed with complete responsibility, exhibiting a positive attitude and behavior while carrying out daily tasks.	Affective	Tendency to Remain in the Company	Ordinal	1
			Identification with the Company	Ordinal	2
			Emotional Attachment to the Company	Ordinal	3
		Normative	Moral Obligation to Stay Employed	Ordinal	4
			Desire to Maintain Relationships with Colleagues and Superiors	Ordinal	5
		Continuance	Limited Alternative Job Opportunities	Ordinal	6
			Replacement Costs	Ordinal	7
			Invested Time and Effort in the Company	Ordinal	8
Employee Performance (Y1)	According to Bernardin and Russell as mentioned in (Adhari, 2021), employee performance is the result of an individual's work over a specific	Job Quality	Accuracy and Precision	Ordinal	1
			Speed and Efficiency	Ordinal	2
			Service Quality	Ordinal	3
		Initiative and Creativity	Creativity in Task Completion	Ordinal	4
			Initiative for Change and Process Improvement	Ordinal	5

Variable	Definition	Dimension	Indicators	Scale	Item No.
	period, showcasing the quality and quantity of the work performed. Dimensions of employee performance include: - Quality - Quantity - Timeliness - Cost Effectiveness - Need for Supervision - Interpersonal Impact	Responsibility	Awareness of Tasks and Responsibilities	Ordinal	6
		Discipline	Positive Performance Feedback	Ordinal	7

Source: Created by Researchers, 2023

RESULTS
Descriptive Analysis Results

Based on findings from a study that involved giving questionnaires to 70 participants. There is a standard weight value to describe the data that has been collected. The resulting standard weight value is as follows:

Table 2. Standard Weight Value

Weight Value	Category
100 - 281	Not very good
282 - 463	Not good
464 - 645	Good enough
646 - 827	Good
828 - 1009	Very good

Source: Process Data, 2023

Table 3. Results of Descriptive Analysis of Job Satisfaction (X_1)

Code	Pernyataan		Answer					Total	Index
			1	2	3	4	5		
x1.1	Fulfillment of Basic Needs	F	0	8	59	107	54	891	8,91
		%	0,0%	3,5%	25,9%	46,9%	23,7%		
x1.2	Engagement in Work	F	0	11	65	90	62	887	8,87
		%	0,0%	4,8%	28,5%	39,5%	27,2%		
x1.3	Recognition of Job Achievements	F	0	8	66	104	50	880	8,80
		%	0,0%	3,5%	28,9%	45,6%	21,9%		
x1.4	Sense of Accomplishment	F	0	13	71	92	52	867	8,67
		%	0,0%	5,7%	31,1%	40,4%	22,8%		
x1.5	Salary and Benefits	F	4	9	69	93	53	866	8,66
		%	1,8%	3,9%	30,3%	40,8%	23,2%		
x1.6	Career Development Opportunities	F	1	12	82	90	43	846	8,46
		%	0,4%	5,3%	36,0%	39,5%	18,9%		
x1.7	Work Environment	F	4	5	52	99	68	906	9,06
		%	1,8%	2,2%	22,8%	43,4%	29,8%		
x1.8	Leadership	F	0	8	49	111	60	907	9,07
		%	0,0%	3,5%	21,5%	48,7%	26,3%		
x1.9	Work-Life Balance	F	4	5	52	99	68	906	9,06
		%	1,8%	2,2%	22,8%	43,4%	29,8%		
x1.10	Recognition of Job Achievements	F	0	8	49	111	60	907	9,07
		%	0,0%	3,5%	21,5%	48,7%	26,3%		
Average								886,30	8,86

Source: Data Processed by Researchers, 2023

In accordance to the calculated score value, the job satisfaction variable consists of 10 statements with an actual mean weight of 841. This score falls under the "excellent" category, as it lies within the interval of 828 - 1009. Among the results, the lowest actual weight is found in the statement "I am satisfied with career development opportunities at PT. Gistex Textille," with an actual weight of 653. The statement with the highest actual weight is "I feel valued by the company for my achievements," with an actual weight of 896.

Table 4. Results of Descriptive Analysis of Consumer Trust (X_2)

Code	Pernyataan		Answer					Total	Index
			1	2	3	4	5		
x2.1	Tendency to Remain in the Company	F	0	8	59	107	54	891	8,91
		%	0,0%	3,5%	25,9%	46,9%	23,7%		
x2.2	Identification with the Company	F	0	11	65	90	62	887	8,87
		%	0,0%	4,8%	28,5%	39,5%	27,2%		
x2.3	Emotional Attachment to the Company	F	0	8	66	104	50	880	8,80
		%	0,0%	3,5%	28,9%	45,6%	21,9%		
x2.4	Moral Obligation to Stay Employed	F	0	13	71	92	52	867	8,67
		%	0,0%	5,7%	31,1%	40,4%	22,8%		
x2.5	Desire to Maintain Relationships with Colleagues and Superiors	F	4	9	69	93	53	866	8,66
		%	1,8%	3,9%	30,3%	40,8%	23,2%		
x2.6	Limited Alternative Job Opportunities	F	1	12	82	90	43	846	8,46
		%	0,4%	5,3%	36,0%	39,5%	18,9%		
x2.7	Replacement Costs	F	4	5	52	99	68	906	9,06
		%	1,8%	2,2%	22,8%	43,4%	29,8%		
x2.8	Invested Time and Effort in the Company	F	0	8	49	111	60	907	9,07
		%	0,0%	3,5%	21,5%	48,7%	26,3%		
Average								881,25	8,81

Source: Data Processed by Researchers, 2023

Based on the computation of the score value, the employee loyalty variable comprises 8 statements with an actual mean weight of 881. This score falls under the "excellent" category, as it lies within the interval of 828 - 1009. Among the results, the lowest actual weight is observed in the statement "I am willing to contribute more to the success of PT. Gistex Textille," with an actual weight of 846. The statement with the highest actual weight is "I am aligned with the values and organizational culture at PT. Gistex Textille," with an actual weight of 907.

Table 5. Descriptive Analysis Results of Employee Performance (Y)

Code	Pernyataan		Answer					Total	Index
			1	2	3	4	5		
y.1	Accuracy and Precision	F	2	14	64	92	56	870	8,56
		%	0,9%	6,1%	28,1%	40,4%	24,6%		
y.2	Speed and Efficiency	F	0	9	63	100	56	887	8,55
		%	0,0%	3,9%	27,6%	43,9%	24,6%		
y.3	Service Quality	F	2	9	75	85	57	870	8,54
		%	0,9%	3,9%	32,9%	37,3%	25,0%		
y.4	Creativity in Task Completion	F	0	17	68	93	50	860	8,27
		%	0,0%	7,5%	29,8%	40,8%	21,9%		
y.5	Initiative for Change and Process Improvement	F	2	6	77	92	51	868	8,16
		%	0,9%	2,6%	33,8%	40,4%	22,4%		
y.6	Awareness of Tasks and Responsibilities	F	0	11	73	110	34	851	8,08
		%	0,0%	4,8%	32,0%	48,2%	14,9%		
y.7	Positive Performance Feedback	F	2	9	71	91	55	872	8,48
		%	0,9%	3,9%	31,1%	39,9%	24,1%		
Average								868,29	8,38

Source: Data Processed by Researchers, 2023

Based on the computation of the score value, the employee performance variable consists of 7 statements with an actual mean weight of 868. This score falls under the "excellent" category, as it lies within the interval of 828 - 1009. Among the results, the lowest actual weight is found in the statement "I have a high motivation to achieve strong performance at PT. Gistex Textile," with an actual weight of 851. The statement with the highest actual weight is "I am capable of efficiently completing tasks at PT. Gistex Textille," with an actual weight of 887.

Results of the Effect of Service Quality and Consumer Trust on Interest in Using ShopeePay on the Shopee Application

To see the significance results can be seen in the multiple linear regression output results below:

Table 6. Multiple Linear Regression Analysis

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	14.874	1.980		7.511	.000
	Kepuasan Kerja	.173	.043	.272	4.050	.000
	Loyalitas Karyawan	.174	.063	.186	2.768	.006

a. Dependent Variable: Employee Performance
Source: SPSS Software Output Results, 2023

Based on the analysis results in table 6, it is obtained:
β = 14,874
X1 = 0,173
X2 = 0,174
The equation for multiple linear regression is:
$$Y = 14.874 + 0.173 \, X1 + 0.174 \, X2$$
These results can be explained as follows:
a. A positive value of 1.908 can be found for the constant (a). signifies the magnitude of the job satisfaction variable unaffected by employee loyalty. In other words, when the job satisfaction value is zero (0) or remains unchanged, the job satisfaction score is 14.874.
b. The regression coefficient of the Job Satisfaction variable (X_1) on Usage Interest is obtained at 0.173, meaning this indicates that job satisfaction has a positive and direct relationship with employee performance.
c. The coefficient of regression for the Employee Loyalty variable (X_2) on Interest in Use was obtained at 0.174. This positive direction meaning indicates that employee loyalty has a positive and direct relationship with employee performance.
The model above shows that all regression coefficients have the expected direction. Furthermore, these results can be interpreted for the value of each regression coefficient.

Table 7. Simultaneous Determination Coefficient Analysis Results

		Model Summary		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773[a]	.598	.592	1.634

a. Predictors: (Constant), Employee Loyalty, Job Satisfaction
Source: SPSS Software Output Results, 2023

The regression model's coefficient of determination (R Square) was calculated at 0.598. This indicates that job satisfaction and employee loyalty in

this study collectively influence employee performance by the coefficient of determination ($R2$ x 100%) or 59.8%.

Table 8. Analysis Results of the Coefficient of Determination Pearson Correlation

Correlations		Job Satisfaction	Employee Loyalty	Employee Performance
Job Satisfaction	Pearson Correlation	1	.443**	.371**
	Sig. (2-tailed)		0,000	0,000
	N	228	228	228
Employee Loyalty	Pearson Correlation	.443**	1	.331**
	Sig. (2-tailed)	0,000		0,000
	N	228	228	228
Employee Performance	Pearson Correlation	.371**	.331**	1
	Sig. (2-tailed)	0,000	0,000	
	N	228	228	228

**. Correlation is Significant at the 0.01 Level (2-Tailed).
Source: SPSS Software Output Results, 2023

Then it can be seen that the *Pearson Correlation* value of Job Satisfaction is 0.371 and Employee Loyalty is 0.331.

Table 9. Partial Determination Coefficient Analysis Results

Coefficientsa				Correlations		
Model		t	Sig.	Zero-order	Partial	Part
1	(Constant)	12.718	.000			
	Job Satisfaction	9.321	.000	.699	.640	.528
	Employee Loyalty	5.851	.000	.565	.464	.332

a. Dependent Variable: Employee Performance
Source: Data Processed by Researchers, 2023

The following computations are then performed in order to determine the partial influence on each variable:
1. Job Satisfaction (X_1) : 0,568 x 0,699 x 100% = 0,397 or 39,7%
2. Employee Loyalty (X_2)   : 0,357 x 0,565 x 100% = 0,201 atau 20,1%
   Therefore, 0.397 (X_1) + 0.201 (X_2) = 0.589 (59.8%)
   Based on the results of the calculations above, it can be determined which the partial R value on the Job Satisfaction variable (X_1) is obtained at 0.397, which indicates that the independent variable Job Satisfaction can account for 39.7% of

Employee Performance influence. And the partial R2 value on the Employee Loyalty variable (X_2) is obtained at 0.201, which indicates that the independent variable employee loyalty can account for 20.1% of the Employee Performance influence, based on the findings of the simultaneous determination coefficient test of 59.8%.

Results of the Job Satisfaction and Employee Loyalty on Employee Performance at PT. Gistex Textille

After carrying out the regression test and the coefficient of determination test, the hypothesis test is then carried out, namely the t-test and F-test as follows:

Table 10. T-Test Results

Coefficients[a]		t	Sig.
Model			
1	(Constant)	7.511	.000
	Job Satisfaction	4.050	.000
	Employee Loyalty	2.768	.006

a.Dependent Variable: Employee
Performance
Source: Results of SPSS Software
Output Version 25, 2023

The t-test with a significance level (α) of 5% is conducted. Given a sample size (n) of 228 and degrees of freedom (df) of n - 2, which is df = 226, the critical t_{value} (t_{table}) is 1.960. The influence of job satisfaction on employee performance yields a calculated t-value ($t_{calculated}$) of 2.768, which is greater than the critical t_{value} of 1.960. This is accompanied by a significance probability of employee loyalty (X_2) at the 0.006 level.

Table 11. F-Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	847.081	2	423.541	19.664	.000[b]
	Residual	4846.235	225	21.539		
	Total	5693.316	227			

a. Dependent Variable: Employee Performance
b. Predictors: (Constant), Employee Loyalty, Job Satisfaction
Source: SPSS Software Output Results, 2023

According to the criterion that the significance value should be < 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. This implies that employee loyalty, when considered partially, significantly affects employee performance at PT. Gistex Textille. In other words, an

improvement in employee loyalty will lead to an enhancement in employee performance.

DISCUSSIONS
The Effect of Job Satisfaction on Employee Performance at PT. Gistex Textille

Based on the results of the partial testing (t_{test}) for job satisfaction (X_1), it is observed that the calculated t_{value} of 4.050 is greater than the critical t_{value} of 1.960, with a significance probability of job satisfaction (X_1) at the 0.000 level.

According to the criterion that the significance value should be < 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. This implies that job satisfaction, when considered partially, significantly affects employee performance at PT. Gistex Textille. In other words, an improvement in job satisfaction will lead to an enhancement in employee performance. The job satisfaction variable contributes to employee satisfaction by 39.7%.

There exists a reciprocal relationship between performance and job satisfaction. On one hand, it is stated that job satisfaction leads to improved employee performance, making satisfied workers more productive. On the other hand, job satisfaction can also result from good performance or work achievements, leading more productive workers to experience satisfaction (Wibowo, 2014, p. 418).

This study aligns with the research conducted by Julia Herniwati, Leni Suhartati, and Eka Thermi Kelvi Safira (2021) titled "The Influence of Job Satisfaction and Employee Loyalty on Employee Performance at UIN Syarif Hidayatullah Jakarta." The results of this study indicate that job satisfaction has a positive and significant impact on employee performance.

Based on the results of the conducted research, it can be concluded that job satisfaction, when considered partially, significantly affects employee performance at PT. Gistex Textille in Bandung Regency. Job satisfaction enhances employee performance, and good performance can also lead to job satisfaction, encouraging employees to be more productive in their future tasks. Therefore, employee job satisfaction cannot be disregarded by supervisors, as it impacts employee performance.

The Effect of Employee Loyalty on Employee Performance at PT. Gistex Textille

Based on the results of the partial testing (t_{test}) for employee loyalty (X_2), it is observed that the calculated t_{value} of 2.768 is greater than the critical t_{value} of 1.960, with a significance probability of employee loyalty (X_2) at the 0.006 level.

Following the criterion that the significance value should be < 0.05, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. This implies that employee loyalty, when considered partially, significantly affects employee performance at PT. Gistex Textille. In other words, an improvement in employee loyalty will lead to an enhancement in employee performance. The loyalty variable contributes to the decision to purchase by 20.1%.

In addition to job satisfaction as a factor that can enhance employee performance, another factor is employee loyalty. Employee loyalty has a positive impact on team performance, including productivity, innovation, and team collaboration (Hui Liao, Susanne M. Bruvold, and Dong Liu, 2014).

This study aligns with the research conducted by Yulianthini (2016), Ariyani, Aini, & Tjahjono (2016), and Mamesah, Kawet & Lengkong (2016), all of which show a significant influence of employee loyalty on employee performance, ultimately contributing to overall team performance enhancement.

Based on the results of the conducted research, it can be concluded that employee loyalty, when considered partially, significantly affects employee performance at PT. Gistex Textille in Bandung Regency. When employees exhibit high loyalty to the company and are motivated to achieve predetermined targets, their performance will be further improved

The Effect of Job Satisfaction and Employee Loyalty on Employee Performance at PT. Gistex Textille

Based on the results of the simultaneous testing (F_{test}), the calculated F_{value} of 19.664 is greater than the critical F_{value} of 3.38. The significance value of 0.000 is less than 0.05. As a result, the null hypothesis (H0) is rejected, and the hypothesis H3 is accepted. This indicates that job satisfaction and employee loyalty, when considered together, significantly affect employee performance at PT. Gistex Textille. The correlation coefficient supporting the relationship between job satisfaction and employee loyalty, when considered simultaneously, with employee performance is 0.598, and the coefficient of determination is 59.8%.

Gibson within Wibowo (2014:418) highlights the reciprocal relationship between performance and job satisfaction. Additionally, Hui Liao, Susanne M. Bruvold, and Dong Liu (2014) state that employee loyalty has a positive impact on team performance, including productivity, innovation, and team collaboration.

This study aligns with the research conducted by Nabilla Salsabil Sausan with the title "The Influence of Job Satisfaction and Employee Loyalty on Employee Performance at Pt. Asia Sakti Wahid Foods Manufacture Medan". It states that Job Satisfaction (X_1) and Employee Loyalty (X_2) have a positive and significant simultaneous impact on Employee Performance (Y). Seen from the calculated $t_{value} > t_{table}$ (3.051 > 1.998), with a significance value of 0.003 (0.003 < 0.05), this explains that job satisfaction has a positive and significant impact on employee performance at Pt. Asia Sakti Wahid Foods Manufacture Medan.

Based on the above research results, it can be concluded that job satisfaction and employee loyalty can have a positive impact on employee performance within a company. This indicates that the implementation of job satisfaction and employee loyalty in line with the company's conditions can influence the enhancement of employee performance in the organization.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

From the results of data analysis and discussion that has been carried out in this study and in accordance with the research objectives, it can be concluded as follows:

1. Job Satisfaction falls within the "excellent" category, but there are still weak aspects related to career development opportunities at PT. Gistex Textille.

2. Employee Loyalty is categorized as "excellent," although there are still weak aspects regarding the additional contribution employees can provide for the success of PT. Gistex Textille.

3. Employee Performance is categorized as "excellent," yet there are still weak aspects related to the high motivation exhibited by employees to achieve strong performance at PT. Gistex Textile.

4. Job Satisfaction, when considered partially, has a significant positive influence on employee performance at PT. Gistex Textille in Bandung Regency, with a contribution of 22.9%.

5. Employee Loyalty, when considered partially, has a significant positive influence on employee performance at PT. Gistex Textille in Bandung Regency, with a contribution of 14.8%.

6. Job Satisfaction and Employee Loyalty, when considered simultaneously, have a significant positive influence on employee performance at PT. Gistex Textille in Bandung Regency, with a contribution of 14.9%.

Recommendations

The following recommendations can be made based on the foregoing conclusions and the findings, analysis, and discussion in this study, specifically as follows:

1. For the statement with the lowest score, "I am satisfied with career development opportunities at PT. Gistex Textille," researchers should evaluate and improve the career development program. Further analysis should be conducted to understand why employees are dissatisfied with career development opportunities within the company. This could involve using more detailed surveys or conducting interviews with employees to gather insights about their expectations from career development programs and how the company can meet those expectations.

2. For the statement with the lowest score, "I am ready to contribute more to the success of PT. Gistex Textille," recognizing and valuing employee contributions is crucial. It's important to acknowledge and appreciate employee contributions at every level of the organization or company. This could include awards, public recognition, or promotions that reflect employees' achievements in contributing to the company's success. Additionally, implementing performance-based incentive programs could serve as motivation for employees to strive harder and contribute more.

3. For the statement with the lowest score, "I have high motivation to achieve good performance at PT. Gistex Textile," it's recommended to analyze the causes of motivation challenges. Conducting a deeper analysis to understand why employees have low motivation towards achieving good performance is essential. If employees lack a clear understanding of what is expected of them in terms of good performance, they might feel confused and less motivated. Ill-defined expectations can blur their goals and lead to uncertainty.

4. Based on the research findings, it is recommended that PT Gistex Textile continues to develop and enhance programs aimed at increasing employee job satisfaction. This might involve improving the work environment,

recognizing achievements, and maintaining an open approach to employee feedback.

5. The company can design stronger strategies to build and strengthen employee loyalty towards the organization. This could include developing career development programs, recognition opportunities, and involving employees in decision-making processes.
6. Implementing ongoing training and development programs for employees would be beneficial. This wouldn't just enhance their skills but also boost job satisfaction and loyalty as employees feel the company invests in their growth and development.
7. PT Gistex Textile could establish a robust feedback mechanism between management and employees. This could involve regular meetings, discussion forums, or online platforms that allow employees to share input, complaints, and ideas for improvement.

FURTHER STUDY

Researchers are aware of the various flaws in this study, and they are of the opinion that more research on the effects of service quality, client confidence, and usage interest is still required.

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