

ABSTRAK

Latar Belakang penelitian ini adalah profesional dan loyalitas karyawan akan terwujud apabila hubungan *internal relations* atau *employee relations* dalam perusahaan baik. Sehingga rumusan masalah dan juga tujuan dalam penelitian ini adalah untuk mengetahui pengaruh yang signifikan antara kegiatan *employee relations* terhadap kepuasan kerja karyawan. Jenis penelitian yang digunakan adalah penelitian kuantitatif. Data diperoleh dengan mendatangi PT Madubaru Yogyakarta dan menyebarkan kuisioner sebanyak 121 responden. Berdasarkan hasil penelitian diperoleh kesimpulan yaitu hasil analisis korelasi *product moment* diperoleh nilai koefisien korelasi sebesar 0,653 yang termasuk pada tingkat hubungan kuat, nilai korelasi bernilai positif yang berarti bahwa hubungan antara kedua variabel adalah berjalan searah dimana kualitas program *employee relations* semakin baik maka kepuasan kerja karyawan di PT. Madubaru Yogyakarta juga akan meningkat, demikian pula sebaliknya. Sejalan dengan hal ini juga ditunjukkan dengan adanya pengaruh yang positif dan signifikan antara kegiatan *employee relations* terhadap kepuasan kerja karyawan PT. Madubaru Yogyakarta. Dimana berada di interfal kelas sangat setuju dengan frekuensi 79 dengan kualifikasi sangat tinggi. Hasil analisis regresi disimpulkan bahwa adanya kepuasan kerja karyawan di PT. Madubaru Yogyakarta, Dapat dilihat dari kualitas program *employee relations* sebesar 42,6%, sedangkan sisanya 57,4% (100% - 42,6%) dijelaskan oleh variabel lain di luar dari model penelitian ini.

Kata Kunci : *Employee Relations*, Kepuasan Kerja

ABSTRACT

Background This study is a professional and employee loyalty will be realized if the internal relations employee relations or relations in good company. So that the formulation of the problem and also the purpose of this research is to know significant influence between employee relations activities on employee job satisfaction. This type of research is quantitative research. Data obtained by visiting PT Madubaru Yogyakarta and distributing questionnaires as much as 121 respondents. Based on the conclusion, which is the result of product moment correlation analysis obtained correlation coefficient of 0.653 which is included at the level of a strong relationship, the correlation value is positive, which means that the relationship between the two variables is running in the direction in which the program's quality employee relations, the better the job satisfaction of employees in PT. Madubaru Yogyakarta will also increase, and vice versa. In line with this is also shown by the existence of positive and significant influence between employee relations activities on employee job satisfaction PT. Madubaru Yogyakarta. Where is in a class interfal strongly agree with the frequency of 79 with very high qualifications. Regression analysis concluded that the job satisfaction of employees at PT. Madubaru Yogyakarta, can be seen from the quality of employee relations program amounted to 42.6%, while the remaining 57.4% (100% - 42.6%) is explained by other variables outside of this research model.

Keywords: Employee Relations, Job Satisfaction