PENGARUH MANAJEMEN TALENTA DAN RETENSI KARYAWAN TERHADAP LOYALITAS MELALUI KOMITMEN KARYAWAN DI CV. JAWA CLASSIC

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ABSTRACT

This study analyzes the effect of talent management and employee retention on employee loyalty through employee commitment as a mediating variable at CV Jawa Classic, a family-owned teak furniture company in Bantul Regency, Special Region of Yogyakarta. This study was motivated by informal talent management practices and the absence of a structured retention policy, which create a risk of skilled employee turnover. A quantitative explanatory method was applied. The population consists of 85 employees, all of whom served as respondents using saturated sampling. Primary data were collected through a Likert-scale questionnaire and analyzed using path analysis and the Sobel test with IBM SPSS. Results show that talent management has a positive and significant effect on employee loyalty. Employee retention also has a positive and significant effect on employee loyalty, and is the strongest direct predictor. Employee commitment partially mediates the effects of both talent management and employee retention on loyalty. The model explains 87.7 percent of the variance in employee loyalty. These findings confirm that loyalty is shaped not only directly, but also through commitment strengthening. Companies are advised to prioritize structured retention programs and build employee commitment to maintain long-term loyalty

Kata Kunci: Manajemen Talenta, Retensi Karyawan, Komitmen Karyawan, Loyalitas Karyawan.