

ABSTRACT

The purpose of this study is to identify the key that contribute to PT Tiga Serangkai Pustaka Mandiri Solo's high employee loyalty. A qualitative research methodology is employed. Indicators created by Durkin (2010) are used to assess employee loyalty. Leadership style, business culture, corporate incentives, and corporate initiatives are the four factors that are used.

There were a total of seven informants in this study, comprising managers and staff members of the business. Interviews were the method utilized for data collecting, and the member check method was employed for data processing. These methods was created by Sugiyono (2019) and Creswell (2015).

The conclusions obtained indicate that all indicators do have an impact on the high level of employee loyalty at PT Tiga Serangkai Pustaka Mandiri Solo. The most significant factor influencing high employee loyalty is a corporate culture that can make employees feel at ease. Additionally, informants reported that the company's strong family climate and religious climate also had an impact on high employee loyalty.

Keywords: Employee Loyalty Factors, Family Culture, Religious Culture.

