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## The effect of incentives and work environment on employee's loyalty "Tubagus car spa" west java

Mariana Rachmawati\*), Maryani Maryani, Cumarna Cumarna  
Widyatama University Bandung, Indonesia

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### ABSTRACT

Human Resources is one of the most important elements that the company continues to run. Although this is not directly related to the company's finances or income, it can indirectly affect the company's performance. The competitive advantage of the company to survive and compete with other companies is of course very dependent on human resources who have good capacity and quality, based on this, the object and purpose of this study is the Influence of Incentives and Work Environment on Employee Loyalty "Tubagus Car Spa" West Java. The research that will be used is descriptive and verifiable research. The research method used is a survey method. The t-test is used to partially test the hypothesis to show the influence of each independent variable individually on the dependent variable. The results of his research, Obtained for the variable Intensive value t count 8,871 greater than t table which is 5,781 significant. The confidence variable has a positive regression coefficient of 0.222. the value of t count = 7.780 is greater than the t-table which is 5.594, a significance. The confidence variable has a positive regression coefficient of 0.170.



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### Corresponding Author:

Mariana Rachmawati,  
Widyatama University Bandung  
Email: [mariana.rachmawati@widyatama.ac.id](mailto:mariana.rachmawati@widyatama.ac.id)

## Introduction

Human Resources is one of the most important elements that the company continues to run. Although this is not directly related to the company's finances or revenues, it can indirectly affect the company's performance (Samsuni, 2017). The competitive advantage of a company to survive and compete with other companies certainly depends on human resources who have good capacity and quality (Tampubolon, 2016). Therefore, good management of human resources is needed, because it will create a conducive working atmosphere, so that employees can produce high productivity that can advance the company. Many efforts have been made by companies in increasing employee job satisfaction to retain employees. In increasing employee job satisfaction, it is necessary to fulfill the needs of the employees themselves by the company's management, including by providing compensation and work environment factors (Raziq & Maulabakhsh, 2015). Compensation and work environment can affect employee loyalty to the company. Appropriate compensation can motivate employees in carrying out their duties, in addition, the work environment also supports employee comfort so that employee loyalty will increase (Widi, 2018).

Tubagus Car Spa" West Java currently has 30 employees. Recognizing the importance of human resources to achieve goals and compete with other competitors, Tubagus Car Spa must empower its human resources and pay special attention to encouraging employee morale and retaining these employees. The company wants

employees have good performance and are loyal to the company. Every company wants a loyal attitude towards its employees.

Companies must try to develop employee loyalty so that the company can survive even in difficult times. Tubagus Car Spa West Java's efforts in increasing employee loyalty so that employees do not make decisions to stop working somewhere or in a company, ranging from seemingly trivial reasons to serious and various reasons. Of the many reasons, the reasons are: The most common ones that arise are usually related to wages, both salaries and incentives or premiums, for example salaries that are not worthy or salaries that are often late or unpaid, even until the sweat of the workers dries up. Currently, many companies are experiencing problems related to the payroll system and also bonuses or incentives.

The factor of a comfortable work environment is also suspected as one of the important considerations for employees in working and staying long in the company (Kusumaryoko, 2021). While working, employees get influence from the surrounding environment. If the work environment is not supportive or uncomfortable for employees, then employees will certainly look for alternatives to work elsewhere that may be more comfortable for them. The atmosphere in the workplace such as good relations with fellow employees, superiors and subordinates will make employees more enthusiastic about working and feel at home working in the company (Lestary & Chaniago, 2017). In addition, physical factors such as work equipment, buildings, or workspaces also affect employees.

The results of (Sapaynarta & Dewi, 2013) research are that financial incentives and physical work environment have a significant effect on employee loyalty, and financial incentives are the dominant variable affecting employee loyalty variables 64.9 percent. (Klopotan et al., 2016) research found that there are several parameters of employee loyalty that depend on education, gender and age, and sector of employment, i.e. private or public sector. The results of data analysis by (Turkyilmaz et al., 2011) show that there is a positive relationship between working conditions and job satisfaction. Then training and self-development is the most influential factor on customer satisfaction.

The results show that there is a significant relationship between the variables namely career, compensation, security, work environment, employee loyalty, and employee turnover, so the five hypotheses are accepted and recommend that ICT SMEs to look into a more competitive strategy by incorporating all elements of the hypotheses. The results of (Mohd Said et al., 2020) research identify factors that influence job satisfaction on employee loyalty employee loyalty in the hospitality industry based on compensation, rewards, job security and work environment. Based on the results of (Hairani & Alam, 2017) research, it is known that there is a partial influence between incentives and the environment on employee loyalty. Likewise, simultaneously Incentives and Work Environment affect Loyalty.

(Andini & Kasmiruddin, 2017) findings show that incentive variables have a significant effect on employee job satisfaction, work environment variables have a significant effect on employee job satisfaction. And there is a significant influence between Incentives and Work Environment on employee Job Satisfaction by knowing R square which is the coefficient of determination. And obtained R square value of 0.644. Which means that the contribution of the influence of the Incentives and Work Environment variables on employee Job Satisfaction is 64.6 percent. (Purba & Andri, 2017) research concluded that the compensation variable has a positive effect on employee loyalty, the work environment has a positive effect on employee loyalty and a significant influence between compensation and the work environment on employee loyalty. Research conducted by (Galang et al., 2018) found that incentives and work environment have a significant effect on job satisfaction and incentives, work environment and job satisfaction have a significant effect on employee loyalty besides the indirect effect of incentives and work environment have a significant effect on employee loyalty through job satisfaction.

## Method

In this study, the authors collected data in the form of information related to the problem to be studied. The research that will be used is descriptive and verifiable research. Descriptive research is a study used to determine respondents' responses to the variables studied (Harly & Octavia, 2014), namely the influence of incentives and work environment on employee loyalty at Tubagus Car Spa West Java. Meanwhile, verifiable research is a study used to determine how much influence incentives and work environment have on employee loyalty at Tubagus Car Spa West Java. Given the descriptive and verifiable nature of research conducted through field data collection, the research method used is a survey method. The survey method is the collection of data carried out on an object in the field by taking a sample from a population using a questionnaire as a basic data collection tool (Maidiana, 2021). The t-test is used to partially test the hypothesis to show the influence of each independent variable individually on the dependent variable (Yunita & Ali, 2017). The t-test is a test of the regression

coefficient of each free variable against a bound variable to find out how much influence the free variable has on the bound variable (Ghozali, 2018).

## Results and Discussions

### Hypothesis 1

**Table 1.** Regression Results of The Effect of Intensives on Employee's Loyalty Coefficients

Mode	Unstandardized coefficients		Standardize d	t	Itself
	B	Std. Error	Beta		
1 (constant)	8.871	2.25		4.425	.000
Intense	0.222	0.038	0.511	5.781	.000

Dependent Variable Employee's Loyalty

Obtained for the variable Intensives the value of t coun= 8.871 is greater rhan t-table which is 5.781, a significance. the confidence variable has a positive regression coefficient of 0.222.

### Hypothesis 2

**Table 2.** Regression Results of The Effect of Work Environment on Employee Loyalty Coefficients

Mode	Unstandardized coefficients		Standardized coefficients	t	Itself
	B	Std. Error	Beta		
1 (constant)	7.780	1.831		4.297	.000
Work Environment	0.170	0.030	0.492	5.594	.000

Dependent Varriable Employee Loyalty

Obtained for the variable Intensives the value of t coun= 7.780 is greater rhan t-table which is 5. 594, a significance. the confidence variable has a positive regression coefficient of 0. 170.

**Table 3.** Correlation Coefficient (R) Intensives with Employee Loyalty

Model	R	R. Square	Adjusted R Square	Std Error If the Estimate
1	.509 <sup>a</sup>	.261	.253	3.417617

a. Predict: (Constand), Intensive

b. Dependent Variable Employee Loyalty

**Table 4.** Correlation Coefficient (R) Work Environment with Employee's Loyalty

Model	R	R. Square	Adjusted R Square	Std Error If the Estimate
1	.481 <sup>a</sup>	.242	.234	2.747038

c. Predict: (Constand), Intensive

d. Dependent Variable Employee Loyalty

The results of the calculation R Table 3. is 0.509, the value of R Table 4. is 0.481. Based on the correlation coefficient interpretation table, this value is included in the fairly strong category. Incentives are rewards or gifts given to employees as a reward for their performance or achievements (Zaputri et al., 2013). Fair and favorable incentives can increase employee job satisfaction because they feel valued and incentivized according to their efforts (Diviani & Djastuti, 2015). Incentives can also increase employee motivation to work harder and achieve work targets (Mansyuri et al., 2023). Employees who feel that their company provides decent incentives tend to be more loyal and reluctant to move to other companies that may not offer similar incentives.

Incentives have a significant influence on employee loyalty. These incentives can take many forms, such as motivation, rewards, loyalty to the company in the form of ownership of company shares, employee retention, and recognition of the contributions made by employees to the company. The results of this study found that incentives have a significant effect on employee loyalty. These results are in line with research (Hairani & Alam, 2017) showing that there is a partial influence between incentives and the environment on employee loyalty. A positive and supportive work environment also plays an important role in influencing employee loyalty. A work

environment that is inclusive, collaborative and free from discrimination can enhance employees' feelings that they are valued and treated fairly. Convenient facilities, such as clean and safe workspaces, can also create a more pleasant work environment. A company culture that supports work-life balance and professional growth can also influence employee satisfaction and loyalty.

Based on the result of this research show that work environment have a significant positive influence on employee loyalty. In line with research by (Galang et al., 2018) who found that incentives and work environment have a significant effect on employee loyalty. A supportive, fair, and comfortable work environment can increase employee job satisfaction (Dwijayanti & Dewi, 2015). Employees who are satisfied with their jobs tend to be more loyal because they feel that their work meets expectations and provides personal satisfaction (Rahmi, 2014). Then a good relationship between employees and coworkers and management can make employees feel accepted and valued. Employees who have positive relationships with colleagues and superiors tend to be more loyal because they feel they are treated well and have social support in the work environment (Lestari & Djastuti, 2015). When employees are satisfied with their jobs and feel valued by the company, they are more likely to remain loyal to the company. Employee loyalty can help companies reduce turnover, save on recruitment and training costs, and increase productivity (Cornelia, 2017). Therefore, it is important for companies to consider how they provide fair incentives and create a supportive work environment to increase loyalty.

## Conclusions

Tubagus Car Spa West Java. Where the incentives provided by the company are one of the efforts made to improve employee performance. The provision of appropriate incentives in addition to improving employee performance, is also intended so that employees are loyal to the company. Tubagus Car Spa West Java. , another factor that can make employees loyal to the company is the existence of a safe and comfortable Incentive is a form of reward in the form of money given by the organization or company on the basis of high work performance or to employees who work beyond what has been determined. standard. Incentives are intended to improve employee performance and retain high-performing employees to remain in the company.

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