

ABSTRACT

Human resource management according to Lijan Poltak Sinambela (2017:9) is the management of human resources as a source of power or the main asset, through the implementation of management function as well as operational functions, so that the objectives of the organization which has been set can be achieved with good. This research aims to find out the influencing and dominant factors of employee's loyalty in PT Nawakara Arta Kencana Bandung.

This research method using the method quantitative study. In this study using factory analysis as the analysis technique. The type of data required research is the primary data and secondary data. The population in this research consisted of 20 respondents.

Based on the finding that used analysis factor formed 2 factors namely the characteristics of the dominant factor influencing factors and characteristics with a total percentage of both these factors 65,065%. The dominant factor in employee loyalty is formed being 1 factor that is characteristic of the dominant factor that has eigenvalues 3,271 with presentage 46,375%.

Conclusion this research, formed the most dominant and affecting factors on the loyalty of employees. The company will also look at the loyalty of existing employees to achieve a common goal.

Keyword: *Factor Analysis, Loyalty, Human Resources*