

## ABSTRACT

Human resource management is a science and art that regulates the relationship of the role of labor to be effective and efficient by realizing the goals of the company, and society. In recent years there appears to be an administrative phenomenon at a level never seen before, namely the greater the attention, the more important parties are from managing human resources. Human resources are the most important aspects in a company or organization, so the organization wants its management to feel and implement Sense of Belonging in its work and to be able to optimally form a Loyalty

This study aims to determine the effect of sense of belonging on the loyalty of individual PDI Perjuangan West Java board members. The method used in this study is quantitative with the type of descriptive analysis research. Respondents in this study were 30 individual administrators of DPD PDI Perjuangan West Java with sampling methods namely saturated samples.

The results showed that respondents' responses to Sense of Belonging included good categories with a score of 70.5%. Respondents to Loyalty in the good category with a score of 81.6%. The conclusion of this study is that sense of belonging has a positive and significant effect on Loyalty with a score of 27.4%. These results can be interpreted that with the magnitude of the sense of belonging of each individual administrator in the organization, a loyalty will be formed.

**Keywords: sense of belonging, loyalty, human resource management.**