

ABSTRACT

Turnover rates that increase from year to year, can indicate a decrease in job satisfaction of a company. Decreased level of job satisfaction also has an impact on decreasing employee loyalty. Employee loyalty is one form of an employee's commitment to his company. For this reason, the Human Resources Department (HRD), which has a role in managing human resources, must have a strategy in building employee loyalty by making policies relating to fulfilling employee job satisfaction to build employee loyalty as expected by the company. This study aims to determine employee job satisfaction that can build employee loyalty and determine the role of HRD in building employee loyalty at Hyatt Regency Yogyakarta. The research method used in this research is descriptive qualitative research method, where the research object is HRD and staff or employees of Hyatt Regency Yogyakarta Hotel. Theories used in this study are Herzberg's Two Factor Theory and Maslow's Hierarchy of Needs Theory. Research results show that the role of HRD in building loyalty by implementing various policies related to job satisfaction can be said to be quite effective. This is evidenced from the results of interviews with Hyatt Regency Yogyakarta employees who expressed satisfaction with the policies made and has shown a loyal attitude towards friendship with discipline in work and always trying to provide services to guests as much as possible.

Keyword: Human Resources Department (HRD), Employee Satisfaction, Employee Loyalty.