

## ABSTRACT

Kiri Social Bar was established on August 27, 2014 in Bandung which is a Coffee Shop located at Jalan Sumur Bandung No.14. Based on the observation that the researcher did with one of Kiri Social Bar's Managers, the researcher received information that providing compensation, a comfortable working environment, good relationship between employees raise employee loyalty to the bar itself. It has been proven due to none of the employees resigned or left the Kiri Social Bar for nearly four years.

This research aims the factors and identify the dominant what re there factor in loyalty of employess in Kiri Social Bar

Type of research results used in this study is the descriptive exploratory research. The data taking methods used in this study are questionnaires. And the population in this study are the employees of Kiri Social Bar with total employees of 25 people which can be taken as a jenuh sample.

The results of the research shows that there is at least 10 factors that affects the loyalty-building which is: Salary, bonus, career allowance, facility, challenging job, harmonious working relationship, job warrant, leadership, award on work, and employees personaling building. From all the factors, it's divided into 3 main components of factors that affect the employees. Which salary is the most dominant at 37.57%, and followed by personality building at 19.74% and the last is award on work at 11.6%.

Keywords: Loyalty, Employees, Salary, Personality, Award on work