

ABSTRACT

Human resources management is one of the most important factors in the success of a business or company operation. This means that the organization must manage, maintain and maintain existing human resources in order to continue to function properly and optimally while being loyal to the company. For this reason, PT Pegadaian Kantor Wilayah X Bandung makes efforts in realizing the loyalty of its employees.

This research uses quantitative research. Sampling technique used was probability sampling method of saturated sampling type with a total of 56 respondents. Data was analyzed descriptively, and the hypothesis were tested by using multiple linear regression analysis.

Based on the results of simultaneous hypothesis testing, transformational leadership style, communication effectiveness, and motivation have a significant effect on employee loyalty of PT Pegadaian Kantor Wilayah X Bandung with a significance level of $0.000 < 0.005$. Based on the results of partial hypothesis testing, it was found that only transformational leadership style variables had a significant effect on employee loyalty of PT Pegadaian Kantor Wilayah X Bandung. Based on the coefficient of determination, it was found that transformational leadership style, communication effectiveness, and motivation were able to explain the loyalty of employees of PT Pegadaian Kantor Wilayah X Bandung by 49.4% and the remaining 50.6% were influenced by factors that were not explained in this study such as compensation and the ability of employees to work.

Keywords: *Transformational leadership style, Communication Effectiveness, Motivation, Employee loyalty*