

The Effect of Professionalism and Work Motivation on Employee Loyalty of Mini Market Raja Pas Urung Kompas Labuhanbatu District

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Abstract: The purpose of this study was to determine the effect of professionalism and work motivation on employee loyalty at the Raja Pas Urung Kompas mini market in Labuhanbatu Regency, both partially and simultaneously. The population in this study were employees of the Raja Pas Urung Kompas mini market in Labuhanbatu Regency, the sample used was random sampling with the Solvin formula and totaled 57 employees of the Raja Pas Urung Kompas mini market in Labuhanbatu Regency. The analysis technique used the coefficient of determination test (R²), multiple linear regression analysis and hypothesis testing. The results of the partial hypothesis test (t test) showed that professionalism (X1) and work motivation (X2) did not have a positive and significant effect on employee loyalty at the Raja Pas Urung Kompas mini market in Labuhanbatu Regency. With the value of the professionalism variable t count of 6.613 while t table of 1.673 (t count is greater than t table) while for the work motivation variable the t count value was 9.685 while t table of 1.673 (t count is greater than t table). The results of simultaneous hypothesis testing (f test) show that professionalism (X1) and work motivation (X2) have a positive and significant effect on the work loyalty of employees of the Raja Pas Mini Market, Labuhanbatu Regency with an f count value of 759.072 while the f table is 4.01 (f count is greater than f table)

Keywords: Employee Loyalty, Professionalism, Work Motivation

1. Introduction

Professionalism comes from the English word professionalism which historically means professional nature. Professional people have different attitudes from non-professional people even though they are in the same job or let's say in the same work room. Professional nature is different from the nature of professionals or non-professionals at all. The nature in question is what can be displayed in actions, not what is packaged in words claimed by the perpetrator individually. Harmoko, (2017)

In addition to employee professionalism, factors that can affect employee loyalty are work motivation. Good motivation given by the company can make employees feel interested. Motivated employees will be able to give a wholehearted commitment to the organization or company. Motivation also has a big impact on employee loyalty to a company. The motivation given by the company can affect the perseverance and how hard employees work for the desires promised by a company where they work. This makes it important for the company to raise employee motivation in doing their work.

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Raja Pas Urung Kompas Mini Market is a company engaged in trade, has a variety of complete goods/products for daily needs. Raja Pas Urung Kompas Mini Market is located on Jln. Urung Kompas, Rantau Selatan District, Labuhanbatu Regency, North Sumatra. In the company, of course, an employee must have high loyalty to the company in order to increase the company's results. In addition, employees must also be able to maintain this loyalty.

1.1. Research purposes

The objectives of this research are to find out:

- a. To determine the influence of professionalism on employee loyalty at the Raja Pas Urung Kompas Mini Market
- b. To determine the influence of work motivation on employee loyalty at the Raja Pas Urung Kompas Mini Market
- c. to determine the influence of professionalism and work motivation on employee loyaltyryawan Mini Market Raja Pas Urung Kompas

2. Literature Review

2.1 Professionalism

Professionalism refers to attitudes, behaviors, and characteristics that demonstrate a person's commitment to ethical standards and performance in their profession. According to Tanjung et al. (2021), professionalism includes competence, responsibility, and integrity in carrying out tasks. Their research found that professionalism has a significant influence on employee performance at the North Labuhanbatu Regency Social Service.

2.2 Factors of Work Professionalism

- a. Skills: The technical and non-technical abilities that an individual possesses to perform tasks effectively.
- b. Loyalty: An individual's loyalty to his organization or profession.
- c. Performance: The work results achieved by individuals in carrying out their duties.

2.3 Indicators of work professionalism

2.3.1 Competence

- a. Mastery of material or area of expertise.
- b. Ability to apply knowledge in practice.
- c. Ability to solve work-related problems.
- d. Ability to adapt to the latest developments in the field.

2.3.2 Commitment to the Profession

- a. Pride in the profession being pursued.
- b. Willingness to participate in professional development.

- c. Compliance with professional code of ethics.
- d. The desire to maintain the reputation of the profession.

2.3.4 Work motivation

- a. The desire to achieve work goals.
- b. Enthusiasm in carrying out tasks.
- c. Initiative in taking action.
- d. Persistence in the face of challenges.

2.3.5 Work motivation

Work motivation is an internal and external drive that influences the spirit and desire of employees to achieve organizational goals. Widnyasari and Surya (2023) stated that high work motivation can increase employee loyalty. In their research at PT. Mabhakti Denpasar, it was found that work motivation has a positive and significant effect on employee loyalty.

2.3.6 Work Motivation Factors

2.3.6.1 Internal Factors:

- a. **Necessities for Living:**The basic desire to fulfill basic needs such as food, clothing and shelter.
- b. **Need to Have:**The urge to possess a desired asset or item.
- c. **Need for Appreciation:**The desire to be recognized and appreciated for achievements or contributions made.

2.3.6.2 External Factors:

- a. **Working Environment Conditions:**A comfortable, safe and conducive work environment can increase work motivation.
- b. **Adequate Compensation:**Salaries and benefits that are commensurate with workload and responsibilities encourage work enthusiasm.
- c. **Good Supervision:**Effective supervision and guidance from superiors helps employees understand tasks and improve performance.

2.3.7 Work Motivation Indicators

Achievement:

- a. Likes challenges in work.

- b. Have responsibility.
- c. Appreciate and recognize work achievements.

Recognition:

- a. Get recognition from superiors or coworkers for work results achieved.
- b. Receipt of formal or informal recognition for contributions made.

The work itself (Work Itself):

- a. The job provides interesting tasks.
- b. Work provides opportunities for learning.
- c. Jobs provide opportunities for employees to accept responsibility and advancement.

2.3.8 Employee Loyalty

Employee loyalty is the loyalty and commitment of employees to the organization, which is demonstrated through the desire to continue working and contribute optimally. Tumundo et al. (2022) identified that employee loyalty is influenced by professionalism and personality. Their research at the Bitung City Human Resources Development and Personnel Agency showed that professionalism and personality have a significant effect on employee loyalty.

2.3.9 Work loyalty factors

Work environment:

- a. Comfortable and conducive working atmosphere.
- b. Harmonious relationship between co-workers and superiors.
- c. Adequate work facilities that support productivity.

Career Development:

- a. Opportunity to participate in training and skills development.
- b. Clear and transparent career path.
- c. Opportunities for promotion and advancement.

Leadership:

- a. Supportive and inspiring leadership style.
- b. Openness of communication between superiors and subordinates.
- c. The leader's ability to provide direction and motivation.

2.3.10 Employee loyalty indicators

Siswanto. (2015) employees are positive attitudes and loyalty shown by employees towards the company where they work. To measure the level of employee loyalty, several indicators that can be used include:

Compliance with Company Regulations:

- a. Employees comply with every policy and regulation set by the company to ensure smooth operations and achieve organizational goals.

Responsibilities for Work:

- a. Employees demonstrate the ability and awareness to carry out their duties as well as possible and understand the risks that may arise from carrying out these duties.

Willingness to Cooperate:

- a. Employees are willing to work together with coworkers in teams to achieve goals that cannot be achieved individually.

2.4 The Relationship Between Professionalism, Work Motivation, and Employee Loyalty

Several studies have examined the relationship between professionalism, work motivation, and employee loyalty. Wahyudin and Candra (2020) examined the effect of compensation, motivation, and professionalism on the loyalty of PT Gojek drivers at the Bandar Lampung Branch. The results showed that compensation and motivation had a significant effect on loyalty, while professionalism had no significant effect.

In addition, research by Unggullaga (2017) at PT BPD Jatim found that work motivation has a significant influence on employee performance, while professionalism has no significant effect. Although the focus of this study is on performance, these findings provide insight into the importance of work motivation in the context of professionalism.

Overall, the literature suggests that both professionalism and work motivation play an important role in enhancing employee loyalty. However, the influence of each variable may differ depending on the context and characteristics of the organization.

2.5 Research Model

In this study, the relationship between independent variables is described, namely Professionalism And Work motivation, with the dependent variable being Work Loyalty.

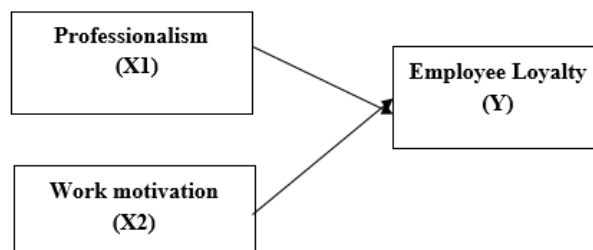


Figure 1 Research model on professionalism and work motivation towards work loyalty

Hypothesis

A hypothesis is a temporary suspicion by nature—a presumption that is most likely true but still must be examined through the search for truth. The connection between variables in this study forms the following hypothesis:

H1 : There is the influence of professionalism on employee loyalty at the Raja Pas Urung Kompas Mini Market, Labuhanbatu Regency.

H2 : There is the influence of work motivation on employee loyalty at the Raja Pas Urung Kompas Mini Market, Labuhanbatu Regency.

H3: There is influence professionalism and work motivation towards employee loyalty at the Raja Pas Urung Kompas Mini Market, Labuhanbatu Regency.

3. Research Methods

3.1 Data Types and Sources

This research is a research with quantitative methods and through a causal associative approach. Quantitative methods are data in the form of numbers. According to (Hasan, 2017) causal associative research is research that aims to analyze the relationship between one variable and another or how a variable (X) affects another variable (Y).

3.2 Population, Sample Size and Sampling Techniques

The population in this study were employees Raja Pas Urung Mini Market, Kompas, Labuhanbatu Regency namely 107 people, and the sample was 57 respondents. The technique used was random sampling technique using the Slovin formula.

3.3 Data Collection Techniques

The data collection techniques used are through observation and interviews, where interviews involve conducting questions and answers with employees. Raja Pas Urung Mini Market, Kompas, Labuhanbatu Regency and distribute questionnaires to employees at Raja Pas Urung Mini Market, Kompas, Labuhanbatu Regency by using a Likert scale in the form of a check mark and also having the following value weights:

Table 1. Likert Scale

Information	Score
Strongly agree (SS)	5
Agree (S)	4
Disagree (KS)	3
Disagree (TS)	2
Strongly disagree (STS)	1

Furthermore, the questionnaire that was prepared was tested for its feasibility through validity and reliability testing using SPSS 22.0.

3.4 Data Analysis Techniques

In analyzing the data of this study using statistical techniques in testing the validity and reliability of the questionnaire then multiple linear regression analysis by conducting T-test and F-test in proving the hypothesis. Multiple linear regression analysis is an analysis conducted to determine the independent variables that are more than one against the dependent variable. In testing the multiple linear regression model previously had to go through the classical assumption test, where the classical assumption is the test by conducting normality, multicollinearity and heteroscedasticity tests as follows:

3.5 Normality Test

The data normality test data aims to determine whether the distribution of data follows or approaches normal personal branding. This normality test has two ways to test whether the data distribution is normal or not, namely through the Normal probability plot graphic approach. In the histogram approach, the data is normally distributed if the personal branding data does not deviate to the left or right. In the graphic approach, the data is normally distributed if the points follow the data along the diagonal line.

3.6 Multicollinearity Test

Used to test whether a strong/high correlation is found in the regression between independent variables. If there is a correlation between independent variables, multicollinearity occurs, and vice versa. A good regression model should not have a correlation between independent variables. Multicollinearity testing is done by looking at the VIF between independent variables and the tolerance value. The commonly used limit to indicate multicollinearity is tolerance <0.10 is the same as $VIF > 10$.

3.7 Heteroscedasticity Test

This test aims to determine whether the regression model has an inequality of variance from the residual of one observation to another observation, then it is called homoscedasticity, otherwise if the variance is different then it is called heteroscedasticity. The

presence or absence of heteroscedasticity can be determined by looking at the scatterplot graph between the predicted values of the independent variables and their residual values.

3.8 Multiple Linear Regression Analysis

This analysis was conducted to determine how much influence professionalism (X1) and service motivation (X2) have on employee loyalty (Y), where the multiple linear equation is as follows:

$$Y = a + b_1x_1 + b_2x_2$$

3.9 Hypothesis Testing

3.9.1 Partial Significance Test (T-Test)

The t-statistic test is conducted to test whether the independent variable (X) individually has a significant relationship or not to the dependent variable (Y). The formulation of the hypothesis to be tested is as follows:

- a. H_0 is accepted if $t_{\text{table}} > t_{\text{count}}$: meaning there is no significant influence of the independent variable partially on the dependent variable.
- b. H_a is accepted if $t_{\text{count}} > t_{\text{table}}$: this means that there is a significant influence of the independent variable partially on the dependent variable.

3.9.2 Simultaneous Significance Test (F Test)

Static Testing The F test on the multiple regression model is conducted to determine whether there is an influence of all independent variables together on the dependent variable. The criteria for hypothesis testing according to Sugiyono (Sugiyono, 2012) are as follows:

- a. Accept H_0 (reject H_a) if $F_{\text{count}} < F_{\text{table}}$: meaning there is a significant simultaneous influence of the independent variable on the related variable.
- b. Reject H_0 (accept H_a) if $F_{\text{count}} > F_{\text{table}}$: meaning there is a significant simultaneous influence of the independent variable on the related variable.

3.9.3 Coefficient of Determinant

Testing the coefficient of determination (R^2) will show the magnitude of the contribution of the independent variable to the dependent variable.

4. Research Result

4.1 Validity and Reliability Test Results

The results of the Validity and Reliability Test can be seen as follows:

Table 2 Results of Validity and Reliability Tests

Variables	Statement	Corrected Validity of Corrected Items (R Count)	Rtable 5%(55)	Infor- mation	Cronba ch's Al- pha > 60	Status
Profes- sionalism (X1)	X1.1	0.516	0.260	Valid	0.605	Reliable
	X1.2	0.476	0.260	Valid		
	X1.3	0.398	0.260	Valid		
	X1.4	0.466	0.260	Valid		
	X1.5	0.388	0.260	Valid		
	X1.6	0.602	0.260	Valid		
	X1.7	0.505	0.260	Valid		
	X1.8	0.540	0.260	Valid		
	X1.9	0.421	0.260	Valid		
	X1.10	0.476	0.260	Valid		
Work Mo- tivation (X2)	X2.1	0.672	0.260	Valid	0.644	Reliable
	X2.2	0.482	0.260	Valid		
	X2.3	0.313	0.260	Valid		
	X2.4	0.505	0.260	Valid		
	X2.5	0.432	0.260	Valid		
	X2.6	0.534	0.260	Valid		
	X2.7	0.395	0.260	Valid		
	X2.8	0.622	0.260	Valid		
	X2.9	0.672	0.260	Valid		
	X2.10	0.258	0.260	Valid		
Buying de- cision (Y)	Y.1	0.522	0.260	Valid	0.609	Reliable
	Y.2	0.500	0.260	Valid		
	Y.3	0.377	0.260	Valid		
	Y.4	0.507	0.260	Valid		
	Y.5	0.424	0.260	Valid		
	Y.6	0.580	0.260	Valid		
	Y.7	0.455	0.260	Valid		
	Y.8	0.604	0.260	Valid		
	Y.9	0.406	0.260	Valid		
	Y.10	0.315	0.260	Valid		

Table 2 shows that for each statement has $R_{count} > R_{table}$ then it can be concluded that all statements are valid. And next cronbach alpha value > 0.60 then it can be concluded that all statements are reliable.

4.2 Classical Assumption Test Results

4.2.1 Normality Test

The normality test is carried out in this case to test whether the dependent and independent variables have a normal distribution or not. Below we explain how to test for normality:

Table 3 Normality Test

		Unstandardized Pre- dicted Value
N		57
Normal Parameters ^{a,b}	Mean	42.5087719
	Std. Deviation	3.00091510
Most Extreme Differences	Absolute	.053
	Positive	.053
	Negative	-.042
Test Statistics		.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Data was processed in SPSS 22.0

Table 3 shows that the asymp.sig value (0.200) is greater than the alpha value (0.05), so this normality test is stated to be normally distributed.

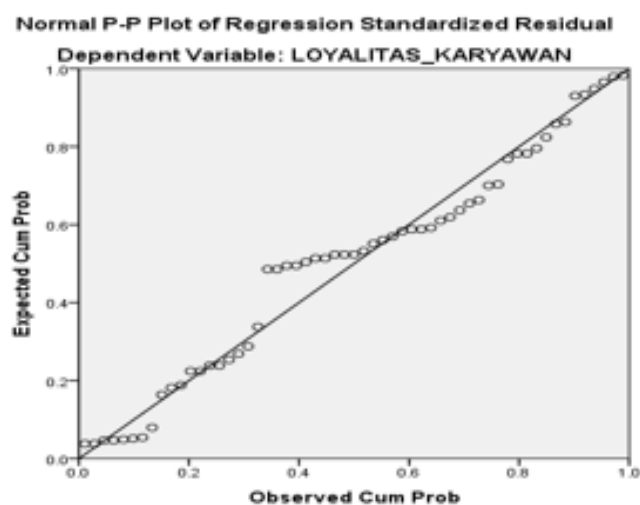


Figure 2 Normality Test

Data was processed in SPSS 22.0

The image above shows that the points follow the diagonal line, because they follow or do not spread out. This shows that this test is normally distributed.

4.2.2 Multicollinearity Test

Table 4. Multicollinearity Test Results

Coefficientsa		Collinearity Statistics	
Model		Tolerance	VIF
1	PROFESSIONALISM	.168	5,967
	WORK MOTIVATION	.168	5,967

a. Dependent Variable: EMPLOYEE_LOYALTY

Data processing SPSS 22.0

Table 4 shows that the tolerance values x1 and x2 (0.168) are greater than 0.1 and the VIF values X1 and X2 (5.967) are less than 10. Therefore, the test is said to show no multicollinearity.

4.2.3 Heteroscedasticity Test

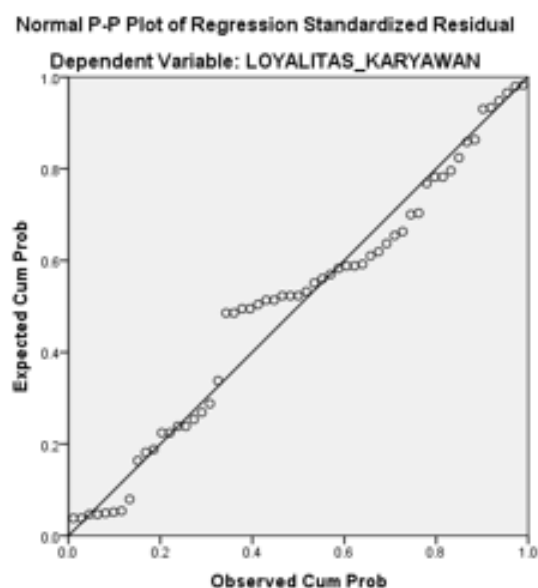


Figure 3. Heteroscedasticity Test

Data processed in SPSS 22.0

From the image above, the researcher sees that the points are spread above and below point X0 on the Y and X axes, so it can be concluded that there is no heteroscedasticity.

4.3 Multiple Linear Regression Analysis Results

Table 5. Results of Multiple Linear Regression Calculations and T-Test One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		57
Normal Parameters ^{a,b}	Mean	42.5087719
	Std. Deviation	3.00091510
Most Extreme Differences	Absolute	.053
	Positive	.053
	Negative	-.042
Test Statistics		.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Data processed in SPSS22.0

From the table above, the following values are obtained:

a (constant) :550

b1x1 :0.416

b2x2 :0.571

Then the multiple linear regression equation for customer friendliness and availability of goods is:

$$Y = a + b1x1 + b2x2$$

$$Y = 550 + 0.416x1 + 0.571x2$$

From the equation above, it can be seen that the customer friendliness variable (X1) has a positive b coefficient and the goods availability variable (X2) has a positive b coefficient.

4.4 T-Test (Partial)

Hypothesis testing individually with the t-test aims to influence each independent variable X on Y. Hypothesis testing can be known by comparing t count and t table. The results of the t-test can be seen in table 5 above, so it can be concluded:

- a. Based on the Professionalism variable t count 6.613 then from t count $6.613 > t$ table of (1.673). If t count $> t$ table then H_0 is rejected, meaning that there is a close/significant influence between the professionalism variable and employee loyalty (Y) at the Raja Pas urung Kompas Mini Market, Labuhanbatu Regency.
- b. Based on the work motivation variable, it has a t count of (9.685), therefore t count $(9.685) < t$ table of (1.673), if t count $> t$ table then H_0 is rejected, meaning that there is a close/significant influence between the work motivation variable and work loyalty (Y) at the Raja Pas Urung Kompas Mini Market, Labuhanbatu Regency.

4.5 F Test (Simultaneous)

Table 6. F Test Results (Simultaneous Test)

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	504,308	2	252.154	759,072	.000b
Residual	17,938	54	.332		
Total	522,246	56			

a. Dependent Variable: EMPLOYEE_LOYALTY

b. Predictors: (Constant), WORK_MOTIVATION, PROFESSIONALISM

Data processed in SPSS22.0

Based on the table, it can be seen that $F_{count} = 759.072$, $F_{table} = 4.01$ with a significance of 0.000, then obtained sig count $(0.000) < sig$ table (0.05), then H_0 is rejected. So it can be concluded that variables X1 and X2 simultaneously influence employee loyalty at the Raja Pas Urung Kompas Mini Market, Labuhanbatu Regency.

4.6 Coefficient of Determinant

Table 7. Coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.983a	.966	.964	.57636

a. Predictors: (Constant), WORK_MOTIVATION, PROFESSIONALISM

b. Dependent Variable: Employee Loyalty

Data processed in SPSS22.0

The results of the test show that the R Square value is 0.966 or 96.6%, indicating that professionalism and work motivation have an influence of 96.6%. The remaining 3.4% is influenced by other factors and variables.

5. Discussion

Based on the variable of friendliness to customers, t_{count} 6.613, then from t_{count} 1.613 > t_{table} of (1.673). If t_{count} > t_{table} then H_0 is rejected, meaning that there is a close/significant influence between the variable of professionalism on employee loyalty (Y) at the Raja Pas Urung Kompas Mini Market, Labuhanbatu Regency.

Based on the variable of availability of goods, it has a t count of (9.685), therefore t count (9.685) < t table of (1.673), if t count > t table then H_0 is accepted, meaning that there is a close/significant influence between the variable of availability of goods and purchasing decisions (Y) at the Raja Pas Urung Kompas Mini Market, Labuhanbatu Regency.

The test results show that the R Square value is 0.966 or 96.6%, indicating that professionalism and work motivation contribute 96.6% to the influence on employee loyalty. The remaining 3.4% is influenced by other factors and variables.

6. Conclusion

The conclusion of this research is:

There is a close/significant influence between the professionalism variable and employee loyalty (Y) at the Raja Pas Urung Kompas Mini Market, Labuhanbatu Regency.

There is a close/significant influence between employee motivation variables and employee loyalty (Y) at the Raja Pas Urung Kompas Mini Market, Labuhanbatu Regency.

The influence of friendliness to customers and availability of goods is 96.6% and the remaining 3.4% is influenced by other factors and variables.

7. Suggestion

The suggestions from this research are:

Professionalism must be further improved. Mini Market Owners are advised to provide regular training to employees regarding the importance of professionalism in serving customers.

Mini markets are advised to implement a more integrated stock management system, such as using inventory software.

Stores should regularly evaluate the customer shopping experience through surveys or suggestion boxes. This feedback can be used to improve aspects of service, such as staff friendliness and speed of service, as well as ensuring the availability of goods according to customer needs.

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