

ABSTRAK

Skripsi dengan judul “Strategi Retensi Karyawan dalam Meningkatkan Loyalitas Karyawan di Saeena Grosir Pakaian Muslim” yang ditulis oleh Zain Natu Rosyidah, NIM. 126405213238. Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan dosen pembimbing Dr. Moh. Rois Abin, M.Pd.I.

Kata Kunci: Retensi Karyawan, Loyalitas Karyawan, Strategi Retensi, Grosir Pakaian Muslim.

Penelitian ini dilatarbelakangi oleh tingginya tingkat *turnover* karyawan yang menjadi tantangan dalam industri grosir pakaian muslim, termasuk di Saeena Grosir. Tingginya mobilitas tenaga kerja dapat memengaruhi stabilitas operasional, produktivitas, dan kualitas layanan perusahaan. Untuk mengatasi permasalahan tersebut, Saeena Grosir menerapkan sejumlah strategi retensi karyawan yang bertujuan meningkatkan loyalitas karyawan di tengah persaingan bisnis yang ketat.

Tujuan dari penelitian ini adalah untuk mendeskripsikan: (1) bagaimana strategi finansial dalam meningkatkan loyalitas karyawan di Saeena Grosir Pakaian Muslim, dan (2) bagaimana strategi nonfinansial dalam meningkatkan loyalitas karyawan di Saeena Grosir Pakaian Muslim.

Penelitian ini menggunakan metode kualitatif deskriptif dengan jenis penelitian studi kasus. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi, yang kemudian dianalisis menggunakan teknik triangulasi data untuk memastikan validitas informasi.

Hasil penelitian menunjukkan bahwa strategi retensi karyawan di Saeena Grosir terdiri dari dua aspek utama, yaitu aspek finansial dan nonfinansial. (1) Aspek finansial meliputi pemberian gaji, bonus penjualan, tunjangan, dan hadiah khusus seperti umroh. (2) Sementara aspek nonfinansial mencakup penerapan gaya kepemimpinan partisipatif dan suportif, lingkungan kerja yang kekeluargaan, peluang pengembangan karir, serta pemberian waktu istirahat yang cukup guna menjaga *work life balance* karyawan. Kombinasi strategi finansial dan non-finansial yang diterapkan efektif dalam meningkatkan loyalitas karyawan, ditandai dengan rendahnya *turnover* dan kuatnya keterikatan emosional tenaga kerja terhadap perusahaan, sehingga mendukung keberlanjutan operasional bisnis secara stabil dan berkesinambungan.

ABSTRACT

This undergraduate dissertation, entitled “Employee Retention Strategies in Enhancing Employee Loyalty at Saqeena Grosir Pakaian Muslim”, was written by Zain Natu Rosyidah, Student ID 126405213238, from the Sharia Business Management Study Programme, Faculty of Islamic Economics and Business, State Islamic University of Sayyid Ali Rahmatullah Tulungagung, under the supervision of Dr Moh. Rois Abin, M.Pd.I.

Keywords: Employee Retention, Employee Loyalty, Retention Strategies, Muslim Clothing Wholesaler.

The problem of this research based on the high rate of employee turnover, which has become a significant challenge within the Muslim clothing wholesale industry, including at Saqeena Grosir. The high mobility of the workforce can impact operational stability, productivity, and the quality of services within the company. In response to this issue, Saqeena Grosir has implemented a range of employee retention strategies aimed at enhancing employee loyalty amidst intense business competition.

The purpose of this research is to describe: (1) how financial strategies are implemented to improve employee loyalty at Saqeena Grosir Pakaian Muslim; and (2) how non-financial strategies are applied to strengthen employee loyalty within the company.

This study employs a descriptive qualitative method using a case study approach. Data were collected through observation, in-depth interviews, and documentation, then analysed using data triangulation techniques to ensure the validity of the information obtained.

The findings reveal that the employee retention strategies at Saqeena Grosir consist of two primary aspects: financial and non-financial. (1) The financial aspect includes the provision of salaries, sales bonuses, allowances, and special rewards such as Umrah trips. (2) Meanwhile, the non-financial aspect involves the implementation of a participative and supportive leadership style, a familial working environment, career development opportunities, and adequate rest periods to maintain employees’ work-life balance. The combination of financial and non-financial strategies applied has proven effective in enhancing employee loyalty, as evidenced by the low turnover rate and the strong emotional attachment of employees to the company, thereby supporting the stable and sustainable operation of the business