

# Pengaruh peningkatan kepuasan kerja staff CDSI terhadap intensi turnover melalui intervensi workshop coaching dan counseling pada supervisor dan implementasinya = The effect of increasing CDSI job satisfaction on their turnover intention through coaching and counseling workshop and its implementation

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## Abstrak

[<b>ABSTRAK</b><br>

Tesis ini membahas tentang pengaruh peningkatan kepuasan kerja terhadap intensi turnover karyawan CDSI melalui intervensi coaching dan counselling. Dasar dari penelitian ini adalah tingginya tingkat turnover tahun lalu, tingginya tingkat absensi, dan perilaku kontraproduktif lainnya yang menjadi kekhawatiran pihak manajemen. Tipe penelitian yang digunakan adalah action research pada 35 responden. Alat ukur intensi turnover adalah adaptasi dari Anticipated Turnover Scale dari Hinshaw dan Atwood (1985) dengan nilai koefisien alfa sebesar 0,946, sedangkan alat ukur kepuasan kerja merupakan adaptasi dari Job Satisfaction Survey dari Specter (1997) dengan nilai koefisien alfa sebesar 0,902. Hasil uji regresi menunjukkan adanya pengaruh yang signifikan antara kepuasan kerja dengan intensi turnover dengan nilai koefisien determinasi (R-squared) sebesar 0,263 dan signifikan pada  $\alpha = 0,01 / p = 0,002$ . Dari hasil penelitian diketahui bahwa dimensi kepuasan terhadap atasan merupakan salah satu dimensi yang paling berpengaruh secara signifikan terhadap intensi turnover. Oleh karena itu intervensi yang diambil adalah melakukan coaching dan counselling kepada para staff. Namun sebelumnya, peneliti memberikan workshop keterampilan coaching dan counselling kepada para supervisor. Dari hasil uji paired sample t-test menunjukkan peningkatan secara signifikan pada kepuasan kerja ( $\alpha = 0,05 / p = 0,003$ ) para staff sekaligus penurunan secara signifikan pada intensi turnover mereka ( $\alpha = 0,05 / p = 0,042$ ), setelah coaching dan counselling dilaksanakan.

<br><b>ABSTRACT</b><br>

This thesis discusses the effect of increasing job satisfaction on turnover intention on staff in CDSI through coaching and counselling intervention. The reason behind this study is the high turnover rate on last year, the high rate of absenteeism, and other counterproductive behaviours which happened in the company for a long time. This is an action research type of research, with 35 respondents. Turnover intention was measured by an adaptation of the Anticipated Turnover Scale from Hinshaw and Atwood (1985) with an alpha coefficient of 0.946, while job satisfaction was measured with an adaptation of the Job Satisfaction Survey from Specter (1997) with an alpha coefficient of 0.902. Regression test result showed a significant relationship between job satisfaction and turnover intention with coefficient of determination (R-squared) of 0,263 and significant at  $\alpha = 0.01 / p = 0.002$ . The results also revealed that the satisfaction on

superior is one of the dimensions that have the most significant impact on turnover intention. Therefore coaching and counselling to the staffs are needed. But before the intervention take place, researcher gave supervisor a workshop about coaching and counselling skills. Paired samples t-test showed significantly better improvement on staffs job satisfaction ( $\alpha = 0.05 / p = 0.003$ ) and also a significant decrease on their turnover intention ( $\alpha = 0.05 / p = 0.042$ ), after coaching and counselling is given; This thesis discusses the effect of increasing job satisfaction on turnover intention on staff in CDSI through coaching and counselling intervention. The reason behind this study is the high turnover rate on last year, the high rate of absenteeism, and other

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