

The influence of human resource management practices on employee retention with person organization fit and organizational citizenship behavior as mediating variables: case study Nielsen Indonesia = Pengaruh praktik sumber daya manusia terhadap retensi karyawan dengan person-organization fit dan organizational citizenship behavior sebagai variabel mediasi: studi kasus Nielsen Indonesia

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Abstrak

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Penelitian ini dilakukan untuk mengetahui faktor-faktor yang mempengaruhi retensi karyawan di Nielsen Indonesia dengan menganalisis beberapa faktor, yaitu praktek manajemen sumber daya manusia (kompensasi, pelatihan, keseimbangan kehidupan kerja, dan pengembangan karir), person-organization fit dan organizational citizenship behavior (OCB). Analisis model persamaan struktural (N=120) mengungkapkan bahwa hubungan antara praktek manajemen sumber daya manusia dan retensi karyawan dimediasi sebagian oleh person-organization fit dan organizational citizenship behavior (OCB).

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**ABSTRACT**

This study was conducted to investigate the factors that influenced employee retention in Nielsen Indonesia by analyzing several factors, namely human resource management (HRM) practices (compensation, training, work-life balance, and career development), person-organization fit and organizational citizenship behavior (OCB). Structural equation modelling analysis (N = 120) revealed that relations between employees' evaluations of HRM practices and the employee retention were partially mediated by perceptions on person-organization fit and OCB.