

Peran organizational commitment dalam memediasi pengaruh employer attractiveness terhadap turnover intention : studi pada karyawan tetap head office pt bintang toedjoe = The role of organizational commitment in mediating the effects of employer attractiveness on turnover intention : a study on permanent employees of pt bintang toedjoe head office

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Abstrak

Turnover menjadi suatu permasalahan yang sering dihadapi oleh manajemen di beberapa perusahaan. Employer attractiveness dapat menjadi strategi yang tepat untuk mengurangi turnover intention karyawan. Selain itu, organizational commitment sebagai faktor signifikan yang dapat mempengaruhi turnover intention diajukan sebagai variabel mediasi pada penelitian ini. Penelitian ini bertujuan untuk menganalisis peran organizational commitment dalam memediasi pengaruh employer attractiveness terhadap turnover intention karyawan tetap head office PT Bintang Toedjoe. Penelitian ini menggunakan pendekatan penelitian kuantitatif dengan teknik pengumpulan data melalui survei, menyebarkan kuesioner pada 120 responden sesuai kriteria sampel. Teknik penarikan sampel yang digunakan adalah total sampling.

Hasil penelitian memperlihatkan terdapat hubungan yang negatif signifikan antara employer attractiveness terhadap turnover intention, dan organizational commitment terhadap turnover intention, serta hubungan yang positif signifikan antara employer attractiveness terhadap organizational commitment. Lebih lanjut, hasil penelitian juga menunjukkan bahwa organizational commitment memediasi secara penuh pengaruh employer attractiveness terhadap turnover intention karyawan tetap head office PT Bintang Toedjoe

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Turnover has been a problem that faced by management in several companies. Employer attractiveness can be the right strategy to reduce employee turnover intention. In addition, organizational commitment as a significant factor that can influence turnover intention is proposed as a mediating variable in this study. This study aims to analyze the role of organizational commitment in mediating the effects of employer attractiveness on turnover intention study on PT Bintang Toedjoe head office permanent employees. Researcher use quantitative approach and collect the data through surveys by distributing questionnaires to 120 respondents according to the sample criteria. The sampling technique of this study is total sampling.

The results show that there are a significantly negative effects of employer attractiveness on turnover intention and organizational commitment on turnover intention, and also there is a significantly positive effects of employer attractiveness on organizational commitment. Furthermore, the result also shows that organizational commitment fully mediates the effects of employer attractiveness on turnover intention of PT Bintang Toedjoe head office's permanent employees.