

ABSTRACT

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THE INFLUENCE OF MOTIVATION AND PERCEIVED ORGANIZATIONAL SUPPORT (POS) TOWARDS EMPLOYEE RETENTION AT YAYASAN EDUCATION, RESOURCES, SERVICES (ERS) AT BINJAI

(xvi+113 pages; 9 figures; 29 tables; 8 appendices)

Human resource management plays a role in the organization in developing company strategies to achieve goals. Employee turnover will increase if employee retention is low. Lack of work motivation on employees has a negative impact on the organization where employee performance decreases and employees become dissatisfied with working in the organization which leads to resignation. High levels of perceived organizational support contribute to increased job satisfaction and lower turnover rates.

The data for this study was obtained using an offline survey questionnaire given to 103 respondents who are employees of the Yayasan Education, Resource, Services (ERS) Binjai. Using simple random sampling, then tested using descriptive statistics, classical assumption test, multilinear regression test, coefficient of determination test, and hypothesis test to the result.

The results showed that motivation partially affected employee retention and perceived organizational support partially affected employee retention based on the result of the t-test. The results of the research analysis show that motivation and perception of employee support simultaneously influence employee retention based on the result of the f-test.

The recommendation is that organization providing fairness and comfort working environment with the correct rewarding system to enhance employee motivation and how the employee sees the organization as its brand image for an organization to be able to retain the employee and lower the turnover rate.

Keywords: Education, Motivation, Perceived Organizational Support (POS), Employee Retention

References: 53 (1990-2021)

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(xvi+113 halaman; 9 gambar; 29 tabel; 8 lampiran)

Manajemen sumber daya manusia berperan dalam organisasi dalam mengembangkan strategi organisasi untuk mencapai tujuannya. Perputaran karyawan akan meningkat jika retensi karyawan rendah. Kurangnya motivasi kerja pada karyawan berdampak negatif pada organisasi dimana kinerja karyawan menurun dan karyawan menjadi tidak puas bekerja di organisasi yang berujung pada pengunduran diri. Tingginya tingkat dukungan organisasi yang dirasakan berkontribusi terhadap peningkatan kepuasan kerja dan tingkat turnover yang lebih rendah.

Data penelitian ini diperoleh dengan menggunakan kuesioner survei offline yang diberikan kepada 103 responden yang merupakan karyawan Yayasan Education, Resource, Services (ERS) di Binjai. Dengan menggunakan Teknik pengumpulan sample yaitu simple random sampling, kemudian diuji dengan menggunakan statistik deskriptif, uji asumsi klasik, uji regresi berganda, uji koefisien determinasi, dan uji hipotesis untuk mencapai hasilnya.

Hasil penelitian menunjukkan bahwa motivasi berpengaruh secara parsial terhadap retensi karyawan dan persepsi dukungan organisasional berpengaruh secara parsial terhadap retensi karyawan berdasarkan hasil uji-t. Hasil analisis penelitian menunjukkan bahwa motivasi dan persepsi dukungan karyawan secara simultan berpengaruh terhadap retensi karyawan berdasarkan hasil uji-f.

Rekomendasi atas hasil penelitian adalah organisasi memberikan lingkungan kerja yang adil dan nyaman dengan sistem penghargaan yang tepat untuk meningkatkan motivasi karyawan dan bagaimana karyawan melihat organisasi lebih positif sebagai citra organisasi lalu organisasi dapat mempertahankan karyawan dan menurunkan tingkat turnover.

Kata Kunci: Education, Motivation, Perceived Organizational Support (POS), Employee Retention

Referensi: 53 (1990-2021)