

ABSTRAK

PENGARUH *TALENT MANAGEMENT*, *ORGANIZATIONAL JUSTICE* DAN *TOTAL REWARD* TERHADAP *EMPLOYEE RETENTION* DENGAN *EMPLOYEE ENGAGEMENT* SEBAGAI MEDIATOR PADA PT NETZME KREASI INDONESIA

(xvi+ 85 halaman; 17 tabel; 26 gambar; 3 lampiran)

Perkembangan teknologi telah merevolusi berbagai hal termasuk digitalisasi pada proses pembayaran digital yang saat ini telah menjadi kebutuhan dimasyarakat. Munculnya perusahaan yang memfasilitasi proses digitalisasi tersebut merupakan hal yang sangat penting agar dapat membantu perkembangan bisnis khususnya pada UMKM. Penelitian ini bertujuan untuk menguji pengaruh *talent management*, *organizational justice* dan *total reward* terhadap *employee retention* dengan *employee engagement* sebagai mediator pada PT Netzme Kreasi Indonesia. Penelitian ini dilakukan pada 41 karyawan yang bekerja di PT Netzme Kreasi Indonesia. Metode yang digunakan adalah kuantitatif dengan teknik analisa *Structural Equation Modelling*. Hasil penelitian menunjukkan bahwa *talent management*, *organizational justice*, *total reward* dan *employee engagement* memiliki pengaruh signifikan terhadap *employee retention*.

Referensi : 42 (2006-2023)

Kata Kunci : *Employee Engagement*, *Organizational Justice*, *Talent Management*, *Employee Retention*, *Total Reward*.

ABSTRACT

THE INFLUENCE OF TALENT MANAGEMENT, ORGANIZATIONAL JUSTICE AND TOTAL REWARD ON EMPLOYEE RETENTION WITH EMPLOYEE ENGAGEMENT AS MEDIATOR AT PT NETZME KREASI INDONESIA

(xvi + 85 pages; 17 tables; 26 figures; 3 appendices)

Technological developments have revolutionized many things, including the digitalization of the payment process, which is now a necessity in society. The emergence of companies that facilitate the digitalization process is very important in order to help business development, especially for MSMEs. This study aims to examine the effect of talent management, organizational justice, and total reward on employee retention with employee engagement as a mediator at PT Netzme Kreasi Indonesia. This research was conducted on 41 employees who worked at PT Netzme Kreasi Indonesia. The method used is quantitative, using structural equation modeling analysis techniques. The results of the study show that talent management, organizational justice, total reward, and employee engagement have significant effects on employee retention.

References: 42 (2006-2023)

Keywords: Employee Engagement, Organizational Justice, Talent Management, Employee Retention, Total Reward.