

ABSTRACT

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Influence of Internal Corporate Social Responsibility Actions and Quality of Work Life toward Employee Retention from Employee Perspective at The Sanchaya Bintan

(xvi+86 pages; 35 figures; 27 tables; 7 appendixes)

This research was conducted at The Sanchaya Bintan. The aim of this research is to explain the influence of internal corporate social responsibility and quality of work life on employee retention at The Sanchaya Bintan from an employee perspective.

This research design uses a quantitative data analysis method, where data is collected using a questionnaire, and the sampling method used is saturated sampling. The total sample was 100 respondents; the data collection method was carried out by distributing questionnaires to all employees at The Sanchaya Bintan; and the data collected was analyzed using SPSS software.

The data analysis method used is multiple linear regression analysis. The results of this research show that the quality of work life variable has an influence and is significant on employee retention, while the internal corporate social responsibility variable has no influence. However, these two factors simultaneously influence employee retention.

The author recommends that companies hold a counseling program every month to control their stress and mental health by holding rest and relaxation sessions such as teamwork activity programs or open discussion sessions, as well as providing monthly surveys to determine employee satisfaction and well-being.

Keywords: Internal Corporate Social Responsibility, QWL, Employee Retention

Refererensi: 48 (2014-2022)

ABSTRAK

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Influence of Internal Corporate Social Responsibility Actions and Quality of Work Life toward Employee Retention from Employee Perspective at The Sanchaya Bintang

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Penelitian ini dilakukan di The Sanchaya Bintang, tujuan dari penelitian ini adalah untuk menjelaskan pengaruh Internal Corporate Social Responsibility dan Quality of Work Life terhadap Employee Retention di The Sanchaya Bintang dari prespektif karyawan.

Desain penelitian ini menggunakan metode analisis data kuantitatif, dimana data dikumpulkan menggunakan kuesioner, dengan metode pengambilan sampel yang digunakan adalah saturated sampling. Jumlah sampel sebanyak 100 responden, metode pengumpulan data dilakukan dengan menyebarkan kuesioner kepada seluruh karyawan di The Sanchaya Bintang, dan data yang terkumpul dianalisis menggunakan software SPSS.

Metode analisis data yang digunakan adalah Analisis Regresi Linear Berganda, hasil dari penelitian ini menunjukkan bahwa variabel kualitas kehidupan kerja berpengaruh dan signifikan terhadap retensi karyawan sedangkan variabel tanggung jawab sosial perusahaan internal tidak memiliki pengaruh. Namun kedua faktor tersebut secara simultan berpengaruh kepada retensi karyawan.

Sebagai rekomendasi, penulis memberikan saran kepada Perusahaan untuk mengadakan program konseling setiap bulan untuk mengontrol stres dan Kesehatan mental mereka dengan mengadakan sesi istirahat dan relaksasi seperti program aktivitas kerja sama tim atau mengadakan sesi diskusi terbuka, serta menyediakan survey bulanan untuk mengetahui Tingkat kepuasan dan kesejahteraan karyawan.

Keywords: Internal Corporate Social Responsibility, QWL, Employee Retention

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