

ABSTRAK

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**PENGARUH *EMPLOYEE MOTIVATION*, *EMPLOYEE EMPOWERMENT*,
DAN *WORK LIFE BALANCE* TERHADAP *EMPLOYEE RETENTION*
DENGAN *JOB SATISFACTION* SEBAGAI VARIABEL MEDIASI PADA PT
XYZ**

(xvi + 146 halaman; 2 gambar; 37 tabel, 3 lampiran)

Penelitian ini bertujuan untuk mengetahui pengaruh *employee motivation*, *employee empowerment*, dan *work life balance* terhadap *employee retention* yang dimediasi oleh *job satisfaction*. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan responden sebanyak 178 orang yang merupakan karyawan tetap di PT XYZ. Kuesioner penelitian ini terdiri dari 20 pertanyaan tertutup dengan menggunakan Skala Likert 1-5 dan 1 pertanyaan terbuka berdasarkan metode *nonprobability sampling* dengan teknik *sampling insidental*. Data telah memenuhi syarat validitas dan reliabilitas, kemudian dianalisis dengan metode *Structural Equation Modelling (SEM)*.

Hasil penelitian menunjukkan bahwa *employee motivation*, *employee empowerment*, dan *work life balance* secara positif dan signifikan mempengaruhi *job satisfaction*. Pengaruh positif dan signifikan juga ditemukan pada pengaruh *employee motivation*, *employee empowerment*, *work life balance*, dan *job satisfaction* terhadap *employee retention*. *Job satisfaction* secara signifikan dan positif memediasi hubungan antara *employee motivation* terhadap *employee retention*. *Job satisfaction* berpengaruh positif dan signifikan dalam memediasi hubungan antara *employee empowerment* terhadap *employee retention* dan juga terbukti *job satisfaction* memediasi antara *work life balance* terhadap *employee retention*.

Referensi: 27 (1995-2021)

Kata Kunci: *employee motivation*, *employee empowerment*, *work life balance*, *job satisfaction*, *employee retention*.

ABSTRACT

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THE INFLUENCE OF EMPLOYEE MOTIVATION, EMPLOYEE EMPOWERMENT, AND WORK LIFE BALANCE ON THE EMPLOYEE RETENTION WITH THE JOB SATISFACTION AS MEDIATION VARIABLE ON PT XYZ

(xvi + 146 pages; 2 images; 37 tables; 3 appendixes)

The purpose of this study is to determine the influence of employee motivation, employee empowerment, and work life balance on employee retention which job satisfaction as mediating variables. This research was quantitative study with 178 respondents of permanent employee of PT XYZ as sample. The questionnaire of this research consisted of 20 items of closed questions using a Likert scale 1-5 and 1 item of open question based on nonprobability sampling with sampling incidental technique. The collected data were then tested for validity and reliability, then analysed using the Structural Equation Modelling (SEM).

The results of data analysis on this research shows that employee motivation, employee empowerment, and work life balance has a positive and significant influence on job satisfaction. The positive and significant was also found on the influence of employee motivation, employee empowerment, work life balance, and job satisfaction on employee retention. Job satisfaction significantly and positively mediate the relationship between employee motivation on employee retention. Job satisfaction can mediate between employee empowerment on employee retention and also job satisfaction is proven to mediate the influence of work life balance towards employee retention.

Reference: 27 (1995-2021)

Keywords: employee motivation, employee empowerment, work life balance, job satisfaction, employee retention.