

ABSTRAK

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PENGARUH *MANAGERIAL COMMUNICATION*, *WORKLOAD*, DAN *COMPENSATION* TERHADAP *TURNOVER INTENTION* DENGAN *JOB SATISFACTION* SEBAGAI VARIABEL MEDIASI PADA KARYAWAN ASURANSI XYZ DI TANGERANG

(xvi + 98 halaman; 5 gambar; 28 tabel; 12 lampiran)

Penelitian ini dilakukan untuk mengetahui pengaruh *managerial communication*, *workload*, dan *compensation* terhadap *turnover intention* dengan *job satisfaction* sebagai variabel mediasi. Penelitian ini dilakukan di kantor Asuransi XYZ yang berlokasi di Tangerang dengan melibatkan 138 karyawan dengan perhitungan sampel menggunakan rumus Krejcie-Morgan dan metode *purposive sampling*. Pengumpulan data dilakukan dengan menyebarkan kuesioner melalui *Google Form* yang berisi 40 pertanyaan dengan Skala Likert 1 – 5. Data dianalisis dengan metode *partial least squares structural equation modeling* (PLS-SEM). Hasil penelitian ini menyatakan bahwa *managerial communication*, *workload*, dan *compensation* berpengaruh negatif terhadap *turnover intention* karyawan Asuransi XYZ. Penelitian ini juga menunjukkan hasil bahwa *managerial communication*, *workload*, dan *compensation* berpengaruh positif terhadap *job satisfaction* karyawan Asuransi XYZ. Selain itu, hasil penelitian ini juga menunjukkan bahwa *job satisfaction* dapat menjadi variabel mediasi dalam hubungan *managerial communication*, *workload*, dan *compensation* terhadap *turnover intention*.

Referensi : 60 (2013 - 2023)

Kata Kunci : *Managerial Communication, Workload, Compensation, Job Satisfaction, Turnover Intention.*

ABSTRACT

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THE INFLUENCE OF MANAGERIAL COMMUNICATION, WORKLOAD, AND COMPENSATION ON TURNOVER INTENTION WITH JOB SATISFACTION AS A MEDIATION VARIABLE IN XYZ INSURANCE EMPLOYEES IN TANGERANG

(xvi + 98 pages; 5 figures; 28 tables; 12 appendices)

This study aimed to determine the influence of managerial communication, workload, and compensation on turnover intention, with job satisfaction serving as a mediating variable. The study was conducted at the XYZ Insurance office in Tangerang, involving 138 employees, with sample size determined using the Krejcie-Morgan formula and purposive sampling method. Data was collected through questionnaires distributed via Google Form, containing 40 questions with 1-5 Likert scale. The data was analyzed using the partial least squares structural equation modeling (PLS-SEM) method. The results indicate that managerial communication, workload, compensation, and job satisfaction negatively affect turnover intention among XYZ Insurance employees. Additionally, the findings reveal that managerial communication, workload, and compensation positively impact job satisfaction. Furthermore, the study demonstrates that job satisfaction mediates the relationship between managerial communication, workload, and compensation on turnover intention.

Reference : 60 (2013 - 2023)

Key Words : *Managerial Communication, Workload, Compensation, Job Satisfaction, Turnover Intention.*