

ABSTRAK

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PENGARUH *JOB EMBEDDEDNESS*, *ORGANIZATIONAL CITIZENSHIP BEHAVIOUR*, DAN KEPUASAN KERJA TERHADAP *TURNOVER INTENTION* KARYAWAN PT. XYZ DI TANGERANG

(xvi + 108 halaman; 7 gambar; 23 tabel; 10 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *Job Embeddedness* (JE) dan *Organizational Citizenship Behavior* (OCB) terhadap *Turnover Intention* (TI) dengan Kepuasan Kerja (KK) sebagai variabel mediasi. Pengumpulan data dilakukan menggunakan kuesioner melalui metode *judgemental sampling*. Jumlah sampel ditentukan menggunakan perangkat lunak G*Power, dengan hasil perhitungan minimal 77 responden, namun dalam penelitian ini digunakan 119 responden untuk meningkatkan reliabilitas hasil. Data dianalisis menggunakan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS). Hasil penelitian menunjukkan bahwa *Job Embeddedness* memiliki pengaruh negatif signifikan terhadap *Turnover Intention* serta pengaruh positif signifikan terhadap OCB dan Kepuasan Kerja. OCB memiliki pengaruh positif signifikan terhadap Kepuasan Kerja, tetapi tidak berpengaruh signifikan terhadap *Turnover Intention*. Kepuasan Kerja berpengaruh negatif signifikan terhadap *Turnover Intention* dan berperan sebagai variabel mediasi dalam hubungan *Job Embeddedness* dan *Turnover Intention*, serta OCB dan *Turnover Intention*. Penelitian ini berkontribusi dalam memberikan wawasan bagi organisasi untuk mengurangi niat keluar karyawan melalui penguatan *Job Embeddedness*, peningkatan OCB, dan Kepuasan Kerja, guna menciptakan lingkungan kerja yang kondusif untuk mempertahankan karyawan.

Referensi : 60 (2004 - 2024)

Kata Kunci : *Job Embeddedness*, *Organizational Citizenship Behaviour*,
Kepuasan Kerja, *Turnover Intention*

ABSTRACT

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THE INFLUENCE OF JOB EMBEDDEDNESS, ORGANIZATIONAL CITIZENSHIP BEHAVIOR, AND JOB SATISFACTION ON EMPLOYEES TURNOVER INTENTION AT PT. XYZ IN TANGERANG

(xvi + 108 pages; 7 figures; 23 tables; 10 appendices)

*This study aims to analyze the influence of Job Embeddedness (JE) and Organizational Citizenship Behavior (OCB) on Turnover Intention (TI), with Job Satisfaction (JS) as a mediating variable. Data were collected using questionnaires through the judgmental sampling method. The sample size was determined using G*Power software, which calculated a minimum of 77 respondents; however, this study used 119 respondents to enhance the reliability of the results. The data were analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS). The results show that Job Embeddedness has a significant negative effect on Turnover Intention and a significant positive effect on OCB and Job Satisfaction. OCB has a significant positive effect on Job Satisfaction but does not significantly affect Turnover Intention. Job Satisfaction has a significant negative effect on Turnover Intention and acts as a mediating variable in the relationship between Job Embeddedness and Turnover Intention, as well as between OCB and Turnover Intention. This research contributes to providing insights for organizations to reduce employees' intention to leave by strengthening Job Embeddedness, increasing OCB, and enhancing Job Satisfaction, thereby creating a conducive work environment to retain employees.*

References : 60 (2004 - 2024)

Key Words : Job Embeddedness, Organizational Citizenship Behaviour, Job Satisfaction, Turnover Intention