

ABSTRAK

Vinanda Yusmar (01015220109)

PENGARUH PRAKTIK MANAJEMEN SUMBER DAYA MANUSIA TERHADAP RETENSI KARYAWAN YANG DIMEDIASI OLEH KEPUASAN KERJA: STUDI KASUS DI INDUSTRI MANUFAKTUR KABUPATEN TANGERANG

(XV+253; 5 gambar; 27 tabel; 4 lampiran)

Industri manufaktur di Kabupaten Tangerang berkontribusi besar dalam pertumbuhan ekonomi masyarakat, namun tingginya motivasi perpindahan kerja menjadi masalah utama dalam pengelolaan Sumber Daya Manusia (SDM). Kepuasan kerja dan loyalitas karyawan menjadi hal penting bagi perusahaan untuk menaikkan retensi dalam jangka panjang melalui berbagai kebijakan. Studi mengenai praktik manajemen SDM dan karyawan pada sektor manufaktur di Kabupaten Tangerang masih terbatas, sehingga penelitian ini bertujuan untuk menelaah pengaruh praktik manajemen SDM terhadap retensi karyawan yang dimediasi oleh kepuasan kerja. Dengan menggunakan metode kuantitatif, pengumpulan data dilakukan melalui pengisian kuesioner oleh 180 responden yang ditentukan berdasarkan *convenience sampling*. Data diukur menggunakan skala likert, kemudian dianalisis melalui *Partial Least Square-Structural Model* (PLS-SEM). Hasil penelitian menemukan bahwa kompensasi dan penilaian kerja, penanganan keluhan, kesehatan dan keselamatan kerja (K3) berpengaruh signifikan terhadap kepuasan kerja, namun tidak memiliki pengaruh signifikan terhadap retensi karyawan. Partisipasi kerja karyawan, pelatihan dan pengembangan menjadi praktik manajemen sumber daya manusia yang berpengaruh positif dan signifikan terhadap kepuasan kerja dan retensi karyawan. Kepuasan kerja berpengaruh signifikan terhadap retensi karyawan. Kepuasan kerja bukan menjadi mediator yang terjamin antara variabel SDM terhadap kepuasan kerja dan retensi karyawan, karena dapat bertindak sebagai mediator yang tidak signifikan atau penuh. Melalui analisis kelompok, ditemukan pengaruh moderasi pengalaman kerja dan perpindahan kerja.

Referensi: 73 (2005-2024)

Kata Kunci: Manajemen Sumber Daya Manusia, Retensi Karyawan, Kepuasan Kerja, Pengalaman Kerja, Perpindahan Kerja, Industri Manufaktur.

ABSTRACT

Vinanda Yusmar (01015220109)

THE EFFECT OF HUMAN RESOURCE MANAGEMENT PRACTICES ON EMPLOYEE RETENTION MEDIATED BY JOB SATISFACTION: A CASE STUDY IN THE MANUFACTURING INDUSTRY OF TANGERANG DISTRICT

(XIV+258; 5 figures; 27 tables; 4 appendices)

The manufacturing industry in Tangerang Regency significantly contributes to the economic growth of the community. However, high employee turnover has become a major challenge in human resources management. Job satisfaction and employee loyalty are crucial for companies to enhance long-term retention through effective human resource policies. Studies on human resources management practices and employee characteristics in the manufacturing sector of Tangerang Regency remain limited. Therefore, this study aims to investigate the influence of human resources management practices on employee retention, mediated by job satisfaction. Employing a quantitative approach, data was collected from 180 respondents through questionnaires, selected using convenience sampling. Data was measured using a Likert scale and subsequently analyzed using Partial Least Squares - Structural Equation Modeling (PLS-SEM). The results revealed that compensation and performance appraisal, grievance handling, and occupational health and safety significantly influenced job satisfaction but did not significantly impact employee retention. Employee participation, training and development were identified as human resources management practices that positively and significantly influenced both job satisfaction and employee retention. Job satisfaction was found to significantly influence employee retention. However, job satisfaction did not consistently mediate the relationship between human resources management variables and employee retention, acting as either an insignificant or a full mediator. Through group analysis, the moderating effects of work experience and job hopping were observed.

References: 73 (2005-2024)

Keywords: Human Resource Management, Employee Retention, Job Satisfaction, Work Experience, Job Hopping, Manufacturing Industry.