

ABSTRAK

MARTINUS MAUDY MARSAKA (01619230121)

PENGARUH KEPUASAN KERJA, DUKUNGAN ORGANISASI, DAN REPUTASI ORGANISASI TERHADAP *TURNOVER* KARYAWAN PT BANK XYZ

(xviii + 107 halaman: 6 gambar; 23 tabel; 10 lampiran)

Digitalisasi membawa banyak perubahan pada berbagai bidang bisnis tidak terkecuali perbankan. Namun demikian, manfaat digitalisasi juga membawa perubahan pada berkurangnya permintaan tenaga kerja pada industri perbankan, di mana hampir seluruh transaksi keuangan dapat dilakukan secara online. Penelitian ini menguji pengaruh dari kepuasan kerja, dukungan organisasi, dan reputasi organisasi terhadap *turnover* karyawan pada salah satu perbankan di Indonesia. Penelitian dilakukan pada 210 karyawan yang bekerja di Bank XYZ. Metode yang digunakan pada penelitian ini adalah kuantitatif dengan teknik analisa *partial least square - structural equation modelling* (PLS-SEM) pada *SmartPLS*. Hasil penelitian menunjukkan bahwa *organizational reputation* dan *job satisfaction* berpengaruh negatif dan signifikan terhadap *turnover intention*. Namun hasil penelitian juga menunjukkan bahwa *job autonomy* dan *organizational support* tidak berpengaruh negatif dan signifikan terhadap *turnover intention*.

Kata Kunci: Kepuasan Kerja, Dukungan Organisasi, Reputasi Organisasi, *Turnover Intention*

Referensi: 72 (2016-2025)

ABSTRACT

MARTINUS MAUDY MARSAKA (01619230121)

***THE EFFECT OF JOB SATISFACTION, ORGANIZATIONAL SUPPORT,
AND ORGANIZATIONAL REPUTATION ON EMPLOYEE TURNOVER AT
PT BANK XYZ***

(xviii + 107 pages; 6 figures; 23 tables; 10 appendices)

Digitalization has brought many changes to various business sectors, including banking. However, the benefits of digitalization have also led to a reduction in labor demand in the banking industry, where almost all financial transactions can be conducted online. This study examines the influence of job satisfaction, organizational support, and organizational reputation on employee turnover at a bank in Indonesia. The study was conducted on 210 employees working at Bank XYZ. The method used in this study was quantitative with partial least squares - structural equation modeling (PLS-SEM) analysis techniques in SmartPLS. The results showed that organizational reputation and job satisfaction negatively and significantly influenced turnover intention. However, the results also showed that job autonomy and organizational support did not negatively and significantly influence turnover intention..

Keyword: *Job satisfaction, Organizational support, Organizational reputation,
Turnover intention*

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