

**THE INFLUENCE OF FINANCIAL AND NON FINANCIAL
COMPENSATION SATISFACTION OF THE TURNOVER INTENTION OF
EMPLOYEES AT MERCU BUANA UNIVERSITY**

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ABSTRACT

The goal of this research is to determine the effect of satisfaction financial and non financial compensation of the turnover intention of employees at Mercuru Buana University. The approaching research used is quantitative approach. Subject inside this research are employees of non lecturers and lecturers at UMB with 75 employees non lecturers and 25 lecturers. Total subject of this research is 100 respondents. Method is used simple random sampling. Data analysis used is simple linear regression and multiple linear regression. The results showed the satisfaction financial and non financial compensation effect on turnover intention with $r^2=0,256$.

Keywords: *financial compensation satisfaction, non financial compensation satisfaction and turnover intention*



**PENGARUH KEPUASAN KOMPENSASI FINANSIAL DAN NON
FINANSIAL TERHADAP *TURNOVER INTENTION* KARYAWAN DI
UNIVERSITAS MERCU BUANA (UMB)**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kepuasan kompensasi finansial dan non finansial terhadap *turnover intention* karyawan di Universitas Mercu Buana (UMB). Pendekatan penelitian yang digunakan adalah pendekatan kuantitatif. Subyek dalam penelitian ini adalah karyawan non dosen dan dosen di UMB dengan 75 karyawan non dosen dan 25 dosen. Jumlah subyek penelitian ini adalah 100 responden. Metode yang digunakan adalah *simple random sampling*. Analisis data menggunakan regresi linier sederhana dan regresi linier berganda. Hasil penelitian menunjukkan kepuasan kompensasi finansial dan non finansial berpengaruh terhadap *turnover intention* dengan $r^2=0,256$.

Kata kunci: kepuasan kompensasi finansial, kepuasan kompensasi non finansial dan *turnover intention*

