

ABSTRACT

This study aims to identify the influence of job satisfaction and organizational commitment to employee turnover intention on PT Bukalapak.com in Jakarta with partially or simultaneously. This study is guided by supervisors Prof. Dr. Lia Amalia MM. The variables examined as factors that affect turnover intention (Y) were job satisfaction (X1) and Organizational Commitment (X2). The population of this study was all employees of PT Bukalapak.com division of Customer Satisfaction Management & Operation amounting 242 employees and with sample amounting 151 employees.

Data collection techniques were documentation and questionnaires. This study also uses multiple linear regression techniques to analyze the data. The result of the research showed that: (1) job satisfaction has a negative and significant effect on employee turnover intention which means if job satisfaction increases then turnover intention will decrease (2) organizational commitment has a negative and significant effect on employee turnover intention which means if organizational commitment increases then turnover intention will decrease. (3) job satisfaction and organizational commitment simultaneously have a significant effect on employee turnover intention.

Keywords: Job Satisfaction, Organizational Commitment, turnover intention



U N I V E R S I T A S
M E R C U B U A N A

ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh kepuasan kerja dan komitmen organisasi terhadap *turnover intention* karyawan pada PT Bukalapak.com di Jakarta secara parsial maupun secara simultan. Penelitian ini di pandu oleh pembimbing Prof. Dr. Lia Amalia MM. Variabel yang mempengaruhi *turnover intention* (Y) adalah kepuasan kerja (X1) dan Komitmen Organisasi (X2). Populasi penelitian ini adalah seluruh karyawan PT Bukalapak.com divisi *Customer Satisfaction Management & Operation* berjumlah 242 karyawan dan dengan sampel penelitian berjumlah 151 karyawan.

Teknik pengumpulan data melalui dokumentasi dan kuesioner. Penelitian ini juga menggunakan teknik regresi linear berganda untuk analisa data. Hasil penelitian menunjukkan (1) kepuasan kerja secara parsial berpengaruh negatif dan signifikan terhadap *turnover intention* karyawan yang berarti jika nilai kepuasan kerja meningkat maka nilai *turnover intention* akan mengalami penurunan (2) komitmen organisasi secara parsial berpengaruh negatif dan signifikan terhadap *turnover intention* karyawan yang berarti jika komitmen organisasi meningkat maka nilai *turnover intention* akan mengalami penurunan (3) kepuasan kerja dan komitmen organisasi secara simultan berpengaruh signifikan terhadap *turnover intention* karyawan.

Kata Kunci: Kepuasan Kerja, Komitmen Organisasi, *turnover intention*

