

## **ABSTRACT**

*The purpose of this study is to see the effect of Talent Management strategy in improving Employee Retention with Job Satisfaction as the mediator. And the variable used consists of; Talent Acquisition, Talent Development, compensation strategies, and Succession Planning as the independent variable, Job Satisfaction as the mediator and Employee Retention as the dependent variable. This study uses 73 respondents sampling with 261 individuals of the total population, which these samples come from employee boot-camps program, one of the IT Consultant Company. The data are processed by using Partial Least Square (PLS) software. Its testing is divided into two types they are; the outer model to evaluate the reflective measurement model and inner model to evaluate the structural model. From that measurement were obtained a result that Talent Acquisition, Talent Development, and compensation strategies have a direct influence on Employee Retention significantly. Only Talent Acquisition have an indirect influence on Employee Retention through Job Satisfaction. The mediation effect from Job Satisfaction is partial because the direct influence of the Talent Acquisition to Employee Retention is higher than indirect influence. But, Job Satisfaction has a significant influence on Employee Retention. It could be concluded that a Talent Management strategy has a strong influence on Employee Retention. The better strategy applied the less possibility for the employee to leave the company.*

*Key Words: Talent Management, Employee Retention, Job Satisfaction, Partial Least Square*

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## ABSTRAK

*Penelitian ini bertujuan untuk melihat pengaruh dari strategi talent management dalam meningkatkan employee retention, dengan job satisfaction sebagai mediator. Adapun variabel yang diteliti adalah talent acquisition, talent development, compensation strategies dan succession planning sebagai variabel independen, job satisfaction sebagai mediator dan employee retention sebagai dependen variabel. Penelitian ini menggunakan sampel sebanyak 73 responden dengan total populasi sebanyak 261 orang, yang mana sampel ini berasal dari karyawan program bootcamp salah satu perusahaan IT Konsultan. Pengolahan data menggunakan Software Partial Least square (PLS). Pengujiannya terbagi atas 2 jenis yaitu outer model untuk mengevaluasi model pengukuran reflektif, dan inner model untuk mengevaluasi model structural. Dari pengukuran tersebut diperoleh hasil bahwa talent acquisition, talent development dan compensation strategies memiliki pengaruh langsung signifikan terhadap employee retention. Hanya talent acquisition yang memiliki pengaruh tidak langsung terhadap employee retention melalui job satisfaction. Efek mediasi dari job satisfaction bersifat partial, karena pengaruh langsung talent acquisition terhadap employee retention lebih tinggi dibanding pengaruh tidak langsung. Namun job satisfaction memiliki pengaruh signifikan terhadap employee retention. Dapat disimpulkan bahwa strategi talent management memiliki pengaruh yang kuat terhadap employee retention. Semakin baik strategi yang diterapkan oleh perusahaan, semakin memperkecil kemungkinan bagi karyawan untuk meninggalkan perusahaan.*

*Kata Kunci: Talent Management, Employee Retention, Job Satisfaction, Partial Least Square.*



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