

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh keterikatan karyawan (*employee engagement*), penghargaan, dan kompensasi terhadap intensi *turnover* PT. Gading Prima Autoland. Populasi yang dianalisis pada penelitian ini adalah karyawan PT. Gading Prima Autoland sebanyak 162 karyawan. Adapun jumlah sampel yang dianalisis sebanyak 120 karyawan. Analisis data dilakukan dengan menggunakan Smart-PLS. Hasil penelitian menunjukkan bahwa keterikatan karyawan (*employee engagement*) berpengaruh negatif dan signifikan terhadap intensi *turnover*, penghargaan tidak berpengaruh signifikan terhadap intensi *turnover*, dan kompensasi berpengaruh negatif dan signifikan terhadap intensi *turnover*. Saran yang diberikan untuk penelitian ini agar PT. Gading Prima Autoland mampu meningkatkan kemauan karyawan untuk bekerja keras dengan meningkatkan *engagement* karyawan kepada perusahaan melalui keikutsertaan karyawan pada rapat-rapat strategis perusahaan.

Kata Kunci: Intensi *Turnover*, Keterikatan Karyawan (*Employee Engagement*), Penghargaan, Kompensasi



ABSTRACT

This study aims to analyze the effect of employee engagement, rewards and compensation on the turnover intention of PT. Gading Prima Autoland. The population analyzed in this study were employees of PT. Gading Prima Autoland as many as 162 employees. The number of samples analyzed were 120 employees. Data analysis was performed using Smart-PLS. The results showed that employee engagement had a negative and significant effect on turnover intentions, rewards had no significant effect on turnover intentions, and compensation had a significant and negative effect on turnover intentions. Suggestions given for this research so that PT. Gading Prima Autoland is able to increase employee willingness to work hard by increasing employee engagement with the company through employee participation in company strategic meetings.

Keyword: Turnover Intention, Employee engagement, Rewards, Compensation

