

## **ABSTRACT**

*The purpose of this study was to determine the effect of transformational leadership, organizational commitment, and job insecurity for employee turnover intention in PT. Talkindo Selaksa Anugrah – BreadTalk Operational Area B. Measurement of the variables used questionnaires distributed to the employees of PT. Talkindo Selaksa Anugrah - BreadTalk Operational Area B. Analysis using statistics and the results of the questionnaire statement is valid and reliable. The sampling technique used is saturated sample because all members of the population sampled 100. Then study BLUE test, and multiple linear regression. Results of multiple linear regression showed that partially each independent variable namely transformational leadership, organizational commitment, job insecurity affect the turnover intention of employees of PT. Talkindo Selaksa Anugrah - BreadTalk Operational Area B. Simultaneously transformational leadership, organizational commitment, and job insecurity affect jointly against the employee turnover intention PT. Talkindo Selaksa Anugrah - BreadTalk Operational Area B.*

*Key Word: Transformational Leadership, Organizational Commitment, Job Insecurity, and Turnover Intention*



## ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh kepemimpinan transformasional, komitmen organisasi dan *job insecurity* terhadap *turnover intention* pada karyawan PT. Talkindo Selaksa Anugrah – BreadTalk *Operational Area B*. Pengukuran variabel digunakan kuesioner yang disebar kepada karyawan PT. Talkindo Selaksa Anugrah – BreadTalk *Operational Area B*. Analisis menggunakan statistik dan hasil pernyataan kuesioner adalah *valid* dan *reliable*. Teknik *sampling* yang digunakan adalah sampel jenuh karena seluruh anggota populasi dijadikan sampel penelitian yaitu 100. Kemudian dilakukan uji *BLUE*, dan regresi linier berganda. Hasil regresi linier berganda memperlihatkan bahwa secara parsial masing-masing variabel *independent*/bebas yaitu kepemimpinan transformasional, komitmen organisasi, *job insecurity* berpengaruh terhadap *turnover intention* pada karyawan PT. Talkindo Selaksa Anugrah – BreadTalk *Operational Area B*. Secara simultan kepemimpinan transformasional, komitmen organisasi dan *job insecurity* berpengaruh secara bersama-sama terhadap *turnover intention* pada karyawan PT. Talkindo Selaksa Anugrah – BreadTalk *Operational Area B*.

Kata Kunci: Kepemimpinan Transformasional, Komitmen Organisasi, *Job Insecurity*, dan *Turnover Intention*



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