

ABSTRAK

PENGARUH PERTUMBUHAN KARIR, STRES KERJA, DAN KEPUASAN KERJA TERHADAP TURNOVER INTENTION DI INDUSTRI RITEL (STUDI KASUS PADA PT. AKUR PRATAMA YOGYA GROUP)

Oleh

ADITYA PRANAWA

Tingginya tingkat turnover intention pada industri ritel menjadi tantangan dalam pengelolaan sumber daya manusia karena dapat memengaruhi stabilitas dan kinerja perusahaan. Penelitian ini bertujuan untuk menganalisis pengaruh pertumbuhan karir, stres kerja, dan kepuasan kerja terhadap turnover intention karyawan PT. Akur Pratama Yogya Group. Metode yang digunakan adalah penelitian kuantitatif dengan pendekatan eksplanatif. Populasi penelitian berjumlah 79 karyawan dan seluruhnya dijadikan sampel menggunakan teknik sampling jenuh. Data dikumpulkan melalui kuesioner dengan skala Likert dan dianalisis menggunakan uji validitas, reliabilitas, asumsi klasik, regresi linear berganda, uji t, uji F, dan koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa pertumbuhan karir, stres kerja, dan kepuasan kerja secara parsial dan simultan berpengaruh signifikan terhadap turnover intention. Penelitian ini menyimpulkan bahwa pertumbuhan karir, stres kerja, dan kepuasan kerja merupakan faktor penting yang memengaruhi turnover intention karyawan pada PT. Akur Pratama Yogya Group. Perusahaan disarankan untuk mempertimbangkan faktor-faktor lain di luar variabel pertumbuhan karir, stres kerja, dan kepuasan kerja yang berpotensi mempengaruhi *turnover intention* sehingga strategi retensi karyawan dapat dirancang secara lebih efektif dan menyeluruh.

Kata Kunci: Pertumbuhan Karir, Stres Kerja, Kepuasan Kerja, Turnover Intention, Perilaku Organisasi.

ABSTRACT

THE EFFECT OF CAREER GROWTH, JOB STRESS, AND JOB SATISFACTION ON TRUNOVER INTENTION IN THE RETAIL INDUSTRY (A CASE STUDY AT PT AKUR PRATAMA YOGYA GROUP)

By

ADITYA PRANAWA

High turnover intention in the retail industry has become a significant challenge in human resource management, as it may affect organizational stability and performance. This study aims to examine the effect of career growth, job stress, and job satisfaction on the turnover intention of employees at PT. Akur Pratama Yogya Group. This research employed a quantitative approach with an explanatory research design. The population consisted of 79 employees, all of whom were selected as the research sample using a saturated sampling technique. Data were collected through a Likert-scale questionnaire and analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and the coefficient of determination (R^2).

The findings indicate that career growth, job stress, and job satisfaction have significant effects on turnover intention, both partially and simultaneously. This study concludes that career growth, job stress, and job satisfaction are important factors influencing employees' turnover intention at PT. Akur Pratama Yogya Group. The company is therefore recommended to consider additional factors beyond career growth, job stress, and job satisfaction that may influence turnover intention, so that employee retention strategies can be developed more effectively and comprehensively.

Keywords: career growth, job stress, job satisfaction, turnover intention, retail industry.