

ABSTRAK

PENGARUH *EMPLOYEE ENGAGEMENT*, *CAREER DEVELOPMENT*, DAN *JOB ENJOYMENT* TERHADAP *TURNOVER INTENTION* PADA KARYAWAN RITEL ALFAMART DI BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui pengaruh *employee engagement*, *career development* dan *job enjoyment* terhadap *turnover intention* pada karyawan ritel Alfamart di Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian *explanatory research*. Sampel pada penelitian ini adalah karyawan ritel Alfamart di wilayah Bandar Lampung yang bekerja minimal satu tahun dengan sampel sebanyak 355 responden, yang dilakukan dengan teknik *probability sampling*. Data diperoleh dari kuesioner yang disebar secara *online* melalui *google form* dengan menggunakan skala likert. Pengolahan data pada penelitian ini meliputi analisis deskriptif, uji asumsi klasik dan analisis regresi linear berganda dengan menggunakan SPSS versi 27. Hasil penelitian ini menunjukkan bahwa secara parsial variabel *employee engagement* berpengaruh negatif terhadap *turnover intention*. Pada variabel *career development* secara parsial berpengaruh negatif terhadap *turnover intention*, dan *job enjoyment* secara parsial berpengaruh negatif terhadap *turnover intention* pada karyawan ritel Alfamart di wilayah Bandar Lampung. Selanjutnya, secara simultan *employee engagement*, *career development* dan *job enjoyment* berpengaruh negatif terhadap *turnover intention*. Berdasarkan hasil tersebut, dapat disimpulkan bahwa semakin tinggi *employee engagement*, semakin baik *career development*, dan semakin tinggi tingkat *job enjoyment*, maka semakin rendah *turnover intention* karyawan. Oleh karena itu, perusahaan disarankan untuk meningkatkan keterlibatan karyawan, memperkuat program pengembangan karier, serta memperhatikan sistem kompensasi yang adil dan kompetitif dan menciptakan lingkungan kerja yang menyenangkan guna meminimalkan niat keluar karyawan.

Kata kunci: *Employee engagement*, *career development*, *job enjoyment*, dan *turnover intention*.

ABSTRACT

THE EFFECT OF EMPLOYEE ENGAGEMENT, CAREER DEVELOPMENT, AND JOB ENJOYMENT ON TURNOVER INTENTION OF ALFAMART RETAIL EMPLOYEES IN BANDAR LAMPUNG

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This study aims to determine the effect of employee engagement, career development, and job enjoyment on turnover intention among Alfamart retail employees in Bandar Lampung. This study uses a quantitative approach with an explanatory research type. The sample in this study were Alfamart retail employees in the Bandar Lampung area who had worked for at least one year with a sample of 355 respondents, which was conducted using a probability sampling technique. Data were obtained from a questionnaire distributed online via Google Form using a Likert scale. Data processing in this study included descriptive analysis, classical assumption tests, and multiple linear regression analysis using SPSS version 27. The results of this study indicate that partially the employee engagement variable has a negative effect on turnover intention. The career development variable partially has a negative effect on turnover intention, and job enjoyment has a partial negative effect on turnover intention among Alfamart retail employees in the Bandar Lampung area. Furthermore, simultaneously employee engagement, career development, and job enjoyment have a negative effect on turnover intention. Based on these results, it can be concluded that higher employee engagement, better career development, and higher levels of job enjoyment, lower employee turnover intentions. Therefore, companies are advised to increase employee engagement, and pay attention to a fair and competitive compensation system and pay attention to a fair and competitive compensation system strengthen career development programs, and pay attention to a fair and competitive compensation system and create a pleasant work environment to minimize employee turnover intentions.

Keywords: *Employee engagement, career development, job enjoyment, and turnover intention.*