

ABSTRAK

PENGARUH LINGKUNGAN KERJA, *EMPLOYER VALUE PROPOSITION*, DAN MOTIVASI TERHADAP *EMPLOYEE RETENTION* PADA KARYAWAN NUJU COFFEE BANDAR LAMPUNG

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Penelitian ini bertujuan untuk mengetahui pengaruh lingkungan kerja, *employer value proposition*, dan motivasi terhadap *employee retention* pada karyawan Nuju Coffee Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian *explanatory research*. Sampel pada penelitian ini adalah karyawan Nuju Coffee Bandar Lampung dengan sampel sebanyak 171 responden, yang dilakukan dengan teknik *non 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 menunjukkan bahwa secara parsial lingkungan kerja berpengaruh positif dan signifikan terhadap *employee retention*. *Employer value proposition* secara parsial juga berpengaruh positif dan signifikan terhadap *employee retention*, serta motivasi secara parsial berpengaruh positif dan signifikan terhadap *employee retention* pada karyawan Nuju Coffee Bandar Lampung. Selanjutnya, secara simultan lingkungan kerja, *employer value proposition*, dan motivasi berpengaruh signifikan terhadap *employee retention*. Berdasarkan hasil tersebut, dapat disimpulkan bahwa semakin baik lingkungan kerja, semakin kuat nilai yang ditawarkan perusahaan, dan semakin tinggi motivasi kerja karyawan, maka semakin tinggi tingkat *employee retention*. Oleh karena itu, perusahaan disarankan untuk menciptakan lingkungan kerja yang kondusif, memperkuat *employer value proposition*, serta meningkatkan motivasi kerja karyawan guna mempertahankan karyawan dalam jangka panjang dan mengurangi potensi *turnover*.

Kata Kunci : lingkungan kerja, *employer value proposition*, motivasi, dan *employee retention*

ABSTRACT

The Effect of Work Environment, Employer Value Proposition, and Motivation on Employee Retention among Employees of Nuju Coffee Bandar Lampung

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This study aims to examine the effect of the work environment, employer value proposition, and motivation on employee retention among employees of Nuju Coffee Bandar Lampung. The study employs a quantitative approach with an explanatory research design. The sample consists of 171 employees of Nuju Coffee Bandar Lampung, selected using non probability sampling techniques. Data were collected through an online questionnaire distributed via Google Forms using a Likert scale. Data analysis included descriptive statistical analysis, classical assumption tests, and multiple linear regression analysis using SPSS version 27. The results indicate that, partially, the work environment has a positive and significant effect on employee retention. The employer value proposition also has a positive and significant partial effect on employee retention, and motivation likewise has a positive and significant effect on employee retention among employees of Nuju Coffee Bandar Lampung. Furthermore, simultaneously, the work environment, employer value proposition, and motivation have a significant effect on employee retention. Based on these findings, it can be concluded that a more supportive work environment, a stronger employer value proposition, and higher levels of employee motivation lead to higher employee retention. Therefore, the company is advised to create a conducive work environment, strengthen its employer value proposition, and enhance employee motivation in order to retain employees in the long term and reduce potential turnover.

Keywords: work environment, employer value proposition, motivation, and employee retention