

**PENGARUH KEPUASAN KERJA DAN KOMITMEN ORGANISASI
TERHADAP *TURNOVER INTENTION* KARYAWAN BAGIAN
MARKETING PT RADITYA DEWATA PERKASA CABANG SINGARJA**

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ABSTRAK

Penelitian ini bertujuan untuk memperoleh temuan eksplanatif yang teruji tentang pengaruh (1) kepuasan kerja dan komitmen organisasi terhadap turnover intention karyawan, (2) kepuasan kerja terhadap *turnover intention karyawan*, (3) komitmen organisasi terhadap *turnover intention karyawan*, dan (4) kepuasan kerja terhadap komitmen organisasi karyawan bagian *marketing* PT Raditya Dewata Perkasa Cabang Singaraja. Desain penelitian yang digunakan dalam penelitian ini adalah desain penelitian kuantitatif kausal. Subjek penelitian ini adalah seluruh karyawan bagian *marketing* pada PT Raditya Dewata Perkasa Cabang Singaraja dan objek penelitian ini adalah kepuasan kerja, komitmen organisasi dan *turnover intention* karyawan. Populasi penelitian ini berjumlah 42 orang. Data dikumpulkan dengan teknik wawancara dan kuesioner untuk mengumpulkan data tentang kepuasan kerja, komitmen organisasi dan *turnover intention* karyawan. Data dianalisis menggunakan analisis jalur. Hasil penelitian menunjukkan bahwa: (1) kepuasan kerja dan komitmen organisasi berpengaruh signifikan terhadap *turnover intention* karyawan, (2) kepuasan kerja berpengaruh signifikan terhadap *turnover intention* karyawan, (3) komitmen organisasi berpengaruh signifikan terhadap *turnover intention* karyawan, dan (4) kepuasan kerja berpengaruh signifikan terhadap komitmen organisasi karyawan *marketing* PT Raditya Dewata Perkasa Cabang Singaraja.

Kata kunci: kepuasan kerja, komitmen organisasi, *turnover intention* karyawan

ABSTRACT

This research aimed to obtain an explanatory findings were tested on the effect of (1) job satisfaction and organizational commitment on employee turnover intention, (2) job satisfaction on employee turnover intention, (3) organizational commitment on employee turnover intention, (4) job satisfaction on employee organizational commitment marketing department of PT Raditya Dewata Perkasa. The research design used in this study was causal quantitative. The subject of this research were of PT Raditya Dewata Perkasa and object of this research job satisfaction, organizational commitment and employee turnover intention. The population of research amounted 42 employees marketing department. The data were collected by interview and questionnaire for collect data of job satisfaction, organizational commitment and employee turnover intention. The data were analyzed by path analyzed. The result of the research showed that: (1) job satisfaction and organizational commitment had significant effect of employee turnover intention, (2) job satisfaction had significant effect of employee turnover intention, (3) organizational commitment had significant effect of employee turnover intention, (4) job satisfaction had significant effect of organizational commitment at PT Raditya Dewata Perkasa Cabang Singaraja

Keywords: *job satisfaction, organizational commitment, employee turnover intention*

