

Analisis pengaruh perceived investment in employee development terhadap turnover intention yang dimediasi oleh affective commitment dan job satisfaction studi kasus: kantor pusat PT. Asuransi Bangun Askrida = Analysis the influence of perceived investment in employee development towards turnover intention mediated by affective commitment and job satisfaction study case PT. Asuransi Bangun Askrida head office

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari perceived investment in employee developmnet terhadap turnover intention, yang dimediasi oleh affective commitment dan job satisfaction. Untuk penelitian ini, data didapatkan dari 90 responden yang bekerja di kantor pusat PT. Asuransi Bangun ASKRIDA. Sedangkan, metode yang digunakan dalam penelitian ini adalah metode Baron & Kenny (1986). Hasil dari penelitian menunjukkan bahwa perceived investment in employee development memberikan pengaruh terhadap turnover intention melalui variabel mediasi, yaitu affective commitment dan job satisfaction.

*This study aims to determine the impact of perceived investment in employee development toward turnover intention mediated by affective commitment and job satisfaction. The respondents of this study were 90 employees of PT. Asuransi Bangun ASKRIDA head office. This study uses Baron & Kenny (1986) method to process the data. The result of this study shows that perceived investment in employee development negatively affecting turnover intention through mediating variables, which is affective commitment and job satisfaction.*