

Pengaruh Leadership, Organization Culture, terhadap Turnover Intention dengan Job Satisfaction sebagai Mediator pada Generasi Millenial di Perusahaan Startup Digital = The Effect of Leadership, Organization Culture Toward Turnover Intention With Job Satisfaction as Mediator Variable at Startup Digital Company

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Abstrak

Tujuan dari penelitian ini adalah untuk menguji dan menganalisis efek dari Leadership, Organization Culture terhadap Turnover Intention dengan Job Satisfaction sebagai mediator pada generasi millennial di perusahaan startup digital. Penelitian ini merupakan penelitian eksplanatori. Teknik pengumpulan data dilakukan dengan menyebar kuesioner. Data di analisis dan di uji dengan menggunakan Structural Equation Modeling (SEM) dan Sobel test dengan Lisrel 9.10. Sampel diolah dengan menggunakan teknik purposive sampling dan sampel tersebut ditentukan oleh 200 karyawan perusahaan-perusahaan startup digital dimana mayoritas adalah kaum millennial. Temuan penelitian ini menunjukkan: (1) Leadership memiliki efek negatif dan tidak signifikan terhadap Turnover Intention; (2) Leadership berpengaruh positif dan signifikan terhadap Organization Culture; (3) Organization Culture berpengaruh positif dan signifikan terhadap Turnover Intention; (4) Job Satisfaction tidak mampu memediasi pengaruh Leadership terhadap Turnover Intention; (5) Job Satisfaction tidak mampu memediasi pengaruh Organization Culture terhadap Turnover Intention.

The objectives of this research are to examine and analyze the effects of Leadership, Organization Culture toward Turnover Intention with Job Satisfaction as a mediator variable. The research belongs to explanatory research. The data collecting technique is questionnaire. The data is analyzed and tested by using Structural Equation Modeling (SEM) and Sobel test with LISREL 9.10. The samples are taken by using purposive sampling technique and the size of the samples to be determined by 200 employees of startup companies and most of them are millennials generation. The findings of this research show: (1) Leadership has negative effect and not significant toward Turnover Intention; (2) Leadership has positive and significant effect toward Organization Culture; (3) Organization Culture has positive and significant effect toward Turnover Intention; (4) Job Satisfaction not capable to mediate the effect of Leadership toward Turnover Intention; (5) Job Satisfaction not capable to mediate the effect of Organization Culture toward Turnover Intention.