

Pengaruh supportive work environment terhadap turnover intention pada pekerja di industri digital dengan variabel mediasi person-organization fit, organizational engagement, dan organizational commitment = The effect of supportive work environment on turnover intention of workers in digital industry with person-organization fit, organizational commitment, and organizational engagement as mediators.

Ardelia Winata, author

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Abstrak

Tingkat turnover di industri digital merupakan salah satu yang tertinggi, yaitu mencapai 15% dan diprediksi akan meningkat. Hal ini menjadi sesuatu yang merugikan dikarenakan prediksi potensi industri digital di Indonesia, yaitu menyumbang PDB sebanyak 9,5% pada tahun 2025. Untuk dapat mengontrol atau meminimalisir turnover intention, organisasi butuh mempertimbangkan dan memberikan perhatian penuh terhadap beberapa faktor yang terkait dengan hal tersebut, melalui supportive work environment, person-organization fit, komitmen terhadap organisasi, dan meningkatkan engagement antara kedua belah pihak. Maka dari itu, tujuan penelitian ini adalah untuk menganalisis hubungan antara keemot variabel diatas terhadap turnover intention karyawan di industri digital, Penelitian ini merupakan penelitian kuantitatif. Pengumpulan data dilakukan dengan menyebarkan kuesioner secara online melalui berbagai media sosial kepada responden yang bekerja di industri digital. Terdapat 220 data yang diperoleh dari penyebaran kuesioner dengan latar belakang sebagai karyawan tetap yang telah bekerja selama minimal satu tahun di industri digital. Analisis data dilakukan dengan menggunakan Metode Structural Equation Modeling (SEM) yang digunakan untuk menganalisis hubungan antar variabel-variabel tersebut dengan menggunakan software LISREL. Hasil penelitian menunjukkan bahwa tidak terdapat hubungan langsung antara supportive work environment terhadap turnover intention. Namun, hubungan kedua variabel tersebut dapat dimediasi oleh variabel person-organization fit, organizational commitment, dan organizational engagement.The turnover rate in the digital industry is one of the highest, reaching 15% and is predicted to increase. This is something that is detrimental due to the prediction of the potential of the digital industry in Indonesia, which will contribute to GDP as much as 9.5% in 2025. To be able to control or minimize turnover intention, organizations need to consider and give full attention to several factors related to this, through a supportive work environment, person-organization fit, commitment to the organization, and increasing engagement between the two parties. Therefore, the purpose of this study is to analyze the relationship between the above variables on employee turnover intention in the digital industry, This research was a quantitative research. Data collection was done by distributing online questionnaires through various social media to respondents who work in the digital industry. There were 220 data obtained from distributing questionnaires with backgrounds as permanent employees who have worked for at least one year in the digital industry. Data analysis was performed using the Structural Equation Modeling (SEM) method which was used to analyze the relationship between these variables using LISREL software. The results showed that there was no direct relationship between a supportive work environment and turnover intention. However, the relationship between the two variables can be mediated by the variables of person-

organization fit, organizational commitment, and organizational engagement.