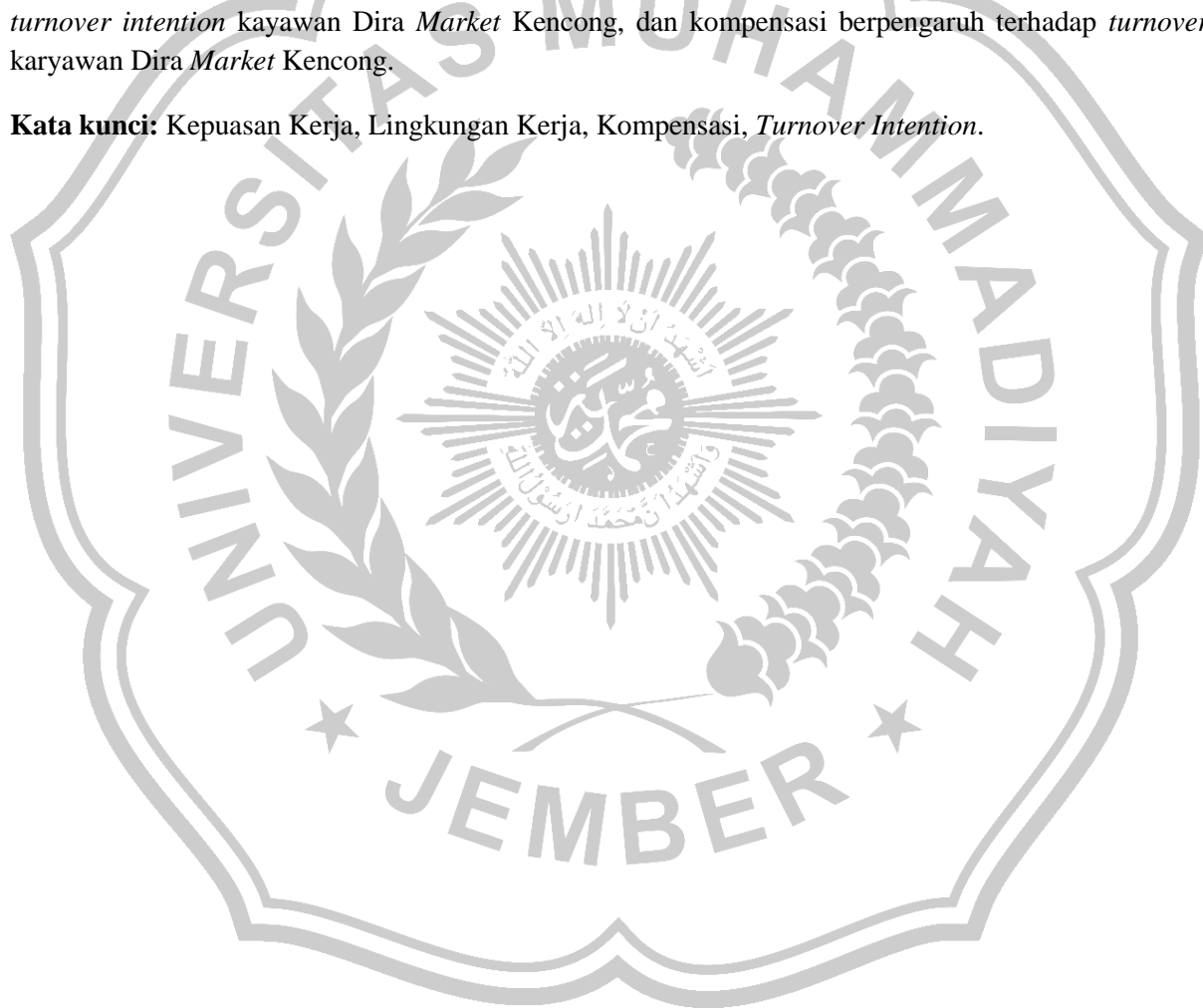


## ABSTRAK

Globalisasi sekarang ini memaksa perusahaan guna bersaing ketat agar mampu bertahan pada bisnisnya. Perusahaan yang bertahan adalah perusahaan yang berhasil membangun keunggulan kompetitif dan mempunyai kinerja yang baik. Sumber daya manusia (SDM) merupakan salah satu penentu keberhasilan perusahaan, karena peran sumber daya manusia adalah merencanakan, melaksanakan, serta mengendalikan berbagai kegiatan operasional perusahaan. Tujuan penelitian ini untuk menguji dan menganalisis pengaruh kepuasan kerja, lingkungan kerja dan kompensasi terhadap *turnover intention* karyawan Dira Market Kencong. Jenis penelitian ini adalah penelitian kausal komparatif (*causal comparative research*). Populasi dalam penelitian ini yaitu seluruh karyawan yang berada divisi *market*. Sampel yang digunakan sebanyak 94 responden. Alat analisis menggunakan regresi linier berganda. Hasil penelitian membuktikan bahwa kepuasan kerja berpengaruh terhadap *turnover intention* karyawan Dira Market Kencong, lingkungan kerja berpengaruh terhadap *turnover intention* karyawan Dira Market Kencong, dan kompensasi berpengaruh terhadap *turnover intention* karyawan Dira Market Kencong.

**Kata kunci:** Kepuasan Kerja, Lingkungan Kerja, Kompensasi, *Turnover Intention*.



## **ABSTRACT**

*Today's globalization forces companies to compete fiercely in order to survive in their business. Companies that survive are companies that have succeeded in building competitive advantages and have good performance. Human resources (HR) is one of the determinants of the company's success, because the role of human resources is to plan, implement, and control various company operational activities. The purpose of this study was to examine and analyze the effect of job satisfaction, work environment and compensation on employee turnover intention at Dira Market Kencong. This type of research is causal comparative research. The population in this study are all employees who are in the market division. The sample used was 94 respondents. The analysis tool uses multiple linear regression. The results of the study prove that job satisfaction has effect on employee turnover intention at Dira Market Kencong, work environment has effect on employee turnover intention at Dira Market Kencong, and compensation has effect on employee turnover intention at Dira Market Kencong.*

**Keyword:** *Job Satisfaction, Work Environment, Compensation, Turnover Intention.*

