

**PENGARUH *ATTITUDE TOWARD BEHAVIOR* TERHADAP
INTENSI *TURNOVER* TENAGA KEPENDIDIKAN
UNIVERSITAS SWASTA DI JEMBER**

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INTISARI

Intensi *turnover* merupakan niat karyawan untuk meninggalkan pekerjaannya, yang dapat dipengaruhi oleh berbagai faktor psikologis. Penelitian ini bertujuan untuk menganalisis bagaimana *attitude toward behavior* berpengaruh terhadap intensi *turnover* dalam perspektif *Theory of Planned Behavior* (TPB). Menurut TPB, individu merupakan makhluk rasional yang mempertimbangkan konsekuensi dari pilihan dan tindakan yang diambil baik secara eksplisit atau implisit. Dalam konteks ini, sikap individu terhadap *turnover* berperan penting dalam menentukan niatnya untuk berpindah kerja. Penelitian ini menggunakan metode kuantitatif, dengan sampel 163 tenaga kependidikan generasi z dan milenial di Universitas Swasta Jember, yang dipilih menggunakan teknik *proportional sampling*. Pengukuran intensi *turnover* dilakukan menggunakan skala dari teori Mobley yang diadaptasi dari Rahmadhani & Mulyana (2020), sementara *attitude toward behavior* diukur menggunakan skala berdasarkan teori Ajzen, yang diadaptasi dari Abet et al (2024). Analisis data dilakukan menggunakan regresi linear sederhana. Hasil penelitian menunjukkan bahwa *attitude toward behavior* berpengaruh signifikan terhadap intensi *turnover* ($p=0.000$; $p < 0.05$). Temuan ini mengidentifikasi bahwa sikap positif terhadap *turnover* meningkatkan kecenderungan karyawan untuk meninggalkan pekerjaannya.

Kata Kunci : *Attitude Toward Behavior*, Intensi *Turnover*, *Theory of Planned Behavior*, Tenaga Kependidikan.

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1. Peneliti
 2. Dosen Pembimbing I
 3. Dosen Pembimbing II

**THE INFLUENCE OF ATTITUDE TOWARD BEHAVIOR ON
TURNOVER INTENTION OF EDUCATIONAL STAFF PRIVATE
UNIVERSITIES IN JEMBER**

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ABSTRACT

Turnover intention is the intention of employees to leave their jobs, which can be influenced by various psychological factors. This study aims to analyze how attitude toward behavior affects turnover intention in the perspective of Theory of Planned Behavior (TPB). According to TPB, individuals are rational beings who consider the consequences of choices and actions taken either explicitly or implicitly. In this context, individual attitudes towards turnover play an important role in determining their intention to change jobs. This study used quantitative methods, with a sample of 163 generation z and millennial education personnel at Jember Private University, who were selected using proportional sampling techniques. Measurement of turnover intention was carried out using a scale from Mobley's theory adapted from Rahmadhani & Mulyana (2020), while attitude toward behavior was measured using a scale based on Ajzen's theory, which was adapted from Abet et al (2024). Data analysis was performed using simple linear regression. The results showed that attitude toward behavior has a significant effect on turnover intention ($p=0.000$; $p<0.05$). This finding identifies that a positive attitude towards turnover increases the tendency of employees to leave their jobs.

Keywords: Attitude Toward Behavior, Turnover Intention, Theory of Planned Behavior, Education Personnel.

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