

ABSTRAK

RIZKI MAULANA, Pengaruh Kepuasan Kerja dan Wrok Family Conflict Terhadap Intensi Turnover karyawan PT.Matahari Departement Store Mall Bale Kota, Kota Tangerang. (oleh Jatmiko).

Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh Kepuasan Kerja dan *Work Family Conflict* terhadap Intensi *Turnover* Karyawan PT.Matahari Departement Store Mall Bale Kota, Kota Tangerang. Teknik analisis data menggunakan analisis regresi linier berganda. Sampel yang diambil sebanyak 124 Responden yakni karyawan yang bekerja sebagai *sales promotion girl* dan *sales promotion boy*. Penentuan sampel dengan teknik *Purposive Sampling*.

Berdasarkan hasil penelitian dapat disimpulkan bahwa (a) Kepuasan Kerja berpengaruh Negatif terhadap Intensi *Turnover* Karyawan PT.Matahari Departement Store Mall Bale Kota (b) *Work Family Conflict* berpengaruh positif terhadap Intensi *Turnover* karyawan PT.Matahari Departement Store Mall Bale Kota (c) Kepuasan Kerja berpengaruh negatif dan *Work Family Conflict* berpengaruh positif secara simultan terhadap Intensi *Turnover* karyawan PT.Mathari Departement Store Mall Bale Kota.

Saran penelitian ini adalah PT.Matahari Departement Store Mall Bale Kota sebaiknya lebih meningkatkan Kepuasan kerja karyawan dan meminimalkan terjadinya *Work Family Conflict* karyawan agar karyawan lebih nyaman berada di dalam perusahaan dan tingkat *turnover* menjadi berkurang.

Kata Kunci : Kepuasan Kerja, *Work Family Conflict*, dan Intensi *Turnover*.

ABSTRACT

RIZKI MAULANA, Effect of Job Satisfaction and Work Family Conflict Against employee turnover intention PT.Matahari Mall Department Store Bale Kota, Kota Tangerang (supervised by Jatmiko).

The purpose at this research is to determine how much the Job Satisfaction and Work Family Conflict on Employee Turnover Intention PT.Matahari Department Store Mall Bale Kota, Kota Tangerang. Data analysis techniques using linear regression analysis. A sample of 124 respondent was taken that employees who work as spg (sales promotion girl) and spb (sales promotion boy). Sampling with purposive techniques.

Based on result of the research, it can be concluded that (a) Job Satisfaction has negative impact on turnover intention of employees PT.Matahari Mall Bale Kota, Kota Tangerang (b) Work Family Conflict positive impact on turnover intention of employees PT.Matahari Mall Bale Kota, Kota Tangerang (c) Job Satisfaction negative and Work Family Conflict positive effect on turnover intentions, job satisfaction and family conflict Work simultaneously affect the employee turnover intention PT.Mathari Bale Kota Mall Department Store.

Suggestion of this research is PT.Matahari Bale Kota Mall Department Store should further increase employee job satisfaction and minimize the occurrence of Work Family Conflict employees so that employees are more comfortable in the company and the turnover rate is reduced.

Keywords: *Job Satisfaction, Work Family Conflict, and Turnover Intention.*