

## ABSTRAK

Zain Ambi Dermawan, 111011149, Pengaruh persepsi dukungan organisasi terhadap intensi *turnover* pada staf penjualan PT X di Surabaya dengan komitmen organisasi sebagai variabel mediator, *Skripsi*, Fakultas Psikologi Universitas Airlangga, 2015.

xx + 114 halaman, 17 lampiran.

*Penelitian ini bertujuan untuk mengetahui pengaruh persepsi dukungan organisasi terhadap intensi turnover pada staf penjualan PT X di Surabaya dengan komitmen organisasi sebagai variabel mediator. Definisi persepsi dukungan organisasi pada penelitian ini menggunakan teori dari Eisenberger (1986), definisi intensi turnover menggunakan teori Mobley, Griffeth, dan Meglino (1979), dan definisi komitmen organisasi menggunakan teori dari Meyer dan Allen (1993) dimana komitmen organisasi terbagi menjadi 3 komponen yaitu komitmen afektif, komitmen continuance, dan komitmen normatif.*

*Penelitian ini dilakukan pada 98 staf penjualan PT X di Surabaya. Teknik Sampling yang digunakan adalah incidental sampling. Alat pengumpul data berupa kuisioner yang mengadaptasi alat ukur persepsi dukungan organisasi milik Eisenberger (1986), intensi turnover milik Mobley, Horner, dan Hollingsworth (1978) dan komitmen organisasi milik Meyer & Allen (1993). Teknik analisis data menggunakan teknik bootstrapping untuk melakukan multiple mediation dan mediasi dengan menggunakan custom dialog box di dalam program IBM SPSS Statistic 20 for Windows yang bernama Preacher and Hayes (2008) Multiple Mediation (INDIRECT).*

*Hasil penelitian ini menunjukkan bahwa terdapat pengaruh yang signifikan antara persepsi dukungan organisasi terhadap intensi turnover pada staf penjualan PT X dengan komitmen organisasi sebagai variabel mediator. Hasil multiple mediation menunjukkan bahwa komitmen afektif dan normatif terbukti signifikan memediasi, sementara komitmen continuance tidak signifikan menjadi variabel mediator. Hasil dari mediasi sederhana menunjukkan bahwa masing-masing variabel komitmen afektif, komitmen continuance dan komitmen normatif signifikan menjadi variabel mediator antara persepsi dukungan organisasi dan intensi turnover.*

**Kata kunci:** persepsi dukungan organisasi, komitmen afektif, komitmen *continuance*, komitmen normatif, intensi *turnover*.

Daftar Pustaka, 71 (1964-2014)

**ABSTRACT**

Zain Ambi Dermawan, 111011149, The Effect of Perceived Organizational Support to Turnover Intention on Division Marketing Staff at PT X in Surabaya with organizational commitment as mediator variable, *Undergraduate Thesis*, Faculty of Psychology in Airlangga University, 2014  
xx + 114 pages + 17 appendix

*The aimed of this study is to find out the effect of perceived organizational support to Turnover Intention on Division Marketing Staff at PT X in Surabaya with organizational commitment as mediator variable. Perceived organizational support theory by Eisenberger (1986), turnover intention theory by Mobley, Griffeth, and Meglino (1979), and organizational commitment theory by Meyer and Allen (1993) which consist of three component identified as affective commitment, continuance commitment, and normative commitment were use as references for this study.*

*The population used in this study are 98 division marketing staff at PT X in Surabaya. The sampling technique used is incidental sampling. The instrument of this study are Perceived organizational support scale by Eisenberger (1986), turnover intention scale by Mobley, Griffeth, and Meglino (1979), and organizational commitment scale by Meyer and Allen (1993) that adapted into Indonesian language. To analyze the data used bootstrapping technique to conduct multiple mediation and simple mediation by the help custom dialog box Preacher and Hayes (2008) Multiple Mediation (INDIRECT) in IBM SPSS Statistic 20 for Windows.*

*The result of this study show that there are significant effect of perceived organizational support to turnover intention on division marketing staff at PT X in Surabaya with organizational commitment as mediator variable. The result of multiple mediation show that affective commitment and normative commitment are significant mediator, whereas continuance commitment is not significant mediator. The result of simple mediation show that each of affective commitment, continuance commitment and normative commitment mediate the relationship of perceived organizational support and turnover intention.*

**Keyword:** perceived organizational support, affective commitment, continuance commitment and normative commitment, turnover intention.  
References, 71 (1964-2014).