

ABSTRAK

Alda Azza Effendy, 110810177, Strategi Retensi *High Value Worker* di Organisasi Nirlaba WVI Area Urban Surabaya, Skripsi, Fakultas Psikologi Universitas Airlangga Surabaya, 2013.
xvii + 318 halaman, 6 lampiran

Penelitian ini bertujuan untuk mengetahui gambaran strategi retensi *high value worker* di organisasi nirlaba WVI area urban Surabaya. karyawan bernilai tinggi atau *high value worker* adalah karyawan yang dianggap mempunyai nilai investasi tinggi bagi perusahaan, yang mempunyai karakteristik dan spesialisasi pada bidang tertentu, tidak dapat ditiru oleh organisasi sejenis dan harus dipertahankan oleh perusahaan (Dibble, 1999). Karyawan bernilai tinggi atau *high value worker* berperan besar dalam mencapai keberhasilan organisasi. Pengertian retensi sendiri adalah sebuah pergerakan sukarela yang dilakukan oleh organisasi untuk menghasilkan lingkungan dimana karyawan akan bertahan pada jangka panjang (Chaminade, 2007 dalam Samuel & Chipunza, 2009). Torrington, dkk (2008) menjelaskan bahwa terdapat beberapa strategi retensi yaitu *pays, managing expectation, induction, family-friendly HR practice, training and development dan improving the quality of line management*.

Penelitian ini dilakukan di organisasi nirlaba WVI area urban Surabaya dengan subjek urban manager dan *high value worker* sebagai partisipan. Seluruh proses penelitian dilakukan di Surabaya. Teknik pengumpulan data yang dipakai adalah wawancara. Analisis data dilakukan dengan metode analisis tematik.

Dari hasil analisis data diperoleh hasil bahwa gambaran strategi retensi *high value worker* di organisasi nirlaba WVI urban Surabaya dapat dilihat dari berbagai kombinasi strategi retensi. Yaitu *induction, managing expectation, training and development*.

Kata Kunci: strategi retensi, *high value worker*, organisasi nirlaba
Daftar Pustaka, 22 (1998-2012)

ABSTRACT

*Alda Azza Effendy, 110810177, High Value Worker Retention Strategy in WVI Nonprofit Organization Area Urban Surabaya, Thesis, Faculty of Psychology. The Airlangga University Surabaya, 2013
xviii + 318 pages, 6 attachments*

This study aims to describe High Value Worker Retention Strategy in WVI Nonprofit Organization Area Urban Surabaya. high value worker is staff who are consider to have a high investment value for organization, which has characteristic and specialization in a particular field, cannot be replicated by similar organizations and must be maintained by the organization. high value workers play a major role in achieving organizational success (Dibble, 1999). retention is a voluntary movement performed by the organization to produce an environment where employees will stay in the long term (Chaminade, 2007 in Samuel & Chipunza, 2009). Torrington, et al (2008) explains that there is retention strategies, pay, managing expectation, induction, family-friendly HR practices, training and development and improving the quality of line management.

The research was conducted in Surabaya Urban Nonprofits WVI with the subject manager and high value urban worker as participant. The whole process of research conducted in Surabaya. Data collection techniques used was interviews. Data analysis was conducted using thematic analysis.

From the analysis of the data obtained result that the high value worker retention strategy in WVI nonprofit organization area urban Surabaya can be seen from the various combinations of retention strategies. Induction, managing expectation, training and development.

*Keywords: retention strategy, high value worker, nonprofit organization.
References, 22 (1998-2012)*