

ABSTRAK

Penelitian ini berawal dari hasil survey yang dilakukan oleh JobStreet Indonesia terhadap anggotanya. Hasil survey tersebut menyatakan bahwa sebanyak lebih dari 70% karyawan perusahaan di Indonesia tidak memiliki kejelasan jenjang karir. Penelitian ini bertujuan untuk mengkaji seberapa besar pengaruh *social comparison* terhadap *career satisfaction*, *organizational commitment*, dan *turnover intention*. Kemudian, dalam penelitian ini juga digunakan variabel *competitive work group* sebagai variabel moderator yang dapat memperkuat atau memperlemah pengaruh antar variabel. Sampel yang digunakan dalam penelitian ini adalah 127 karyawan tetap PT Indofood Sukses Makmur Tbk Bogasari Flour Mills Division Surabaya.

Penelitian ini menggunakan teknik analisis *Partial Least Square* (PLS). Berdasarkan hasil penelitian, terbukti bahwa *downward social comparison* berpengaruh positif signifikan terhadap *career satisfaction*, *upward social comparison* berpengaruh positif signifikan terhadap *turnover intention*, *career satisfaction* juga berpengaruh positif signifikan terhadap *organizational commitment*, serta *organizational commitment* berpengaruh negatif signifikan terhadap *turnover intention*. Sedangkan pengaruh *upward social comparison* terhadap *career satisfaction*, *career satisfaction* terhadap *turnover intention* dan *downward social comparison* terhadap *turnover intention* adalah tidak signifikan, serta tidak terdapat efek moderasi dari *competitiveness work group* pada hubungan antara *social comparison* dengan *career satisfaction* dan *upward social comparison* dengan *turnover intention* serta terdapat efek moderasi dari *competitiveness work group* pada hubungan antara *downward social comparison* dengan *turnover intention*.

Kata kunci: *social comparison upward* dan *downward*, *career satisfaction*, *organizational commitment*, *turnover intention*, *competitive work group*.

ABSTRACT

This study originated from a survey conducted by JobStreet Indonesia against its members. The result stated that more than 70% of employees of companies in Indonesia do not have a clear career path. This study aims to assess how much influence of social comparison to career satisfaction, organizational commitment, and turnover intention. Then, in this study also use variable competitive work group as a moderator variable that can strengthen or weaken the effect between variables. The sample that used in this study was 127 permanent employees of PT Indofood Sukses Makmur Tbk Bogasari Flour Mills Division Surabaya.

This study used analysis techniques Partial Least Square (PLS). Based on the research results, it is evident that downward social comparison has positive significant effect on career satisfaction, upward social comparison has positive significant effect on turnover intention, career satisfaction also positively significant influence organizational commitment, and organizational commitment has positive significant effect on turnover intention. While the influence of upward social comparison to career satisfaction, career satisfaction and turnover intention against downward social comparison to the turnover intention is not significant, and there is no moderating effect on the competitiveness work group on the relationship between social comparison with career satisfaction and upward social comparison with turnover intention and there is a moderating effect on the competitiveness work group on the relationship between the downward social comparison with turnover intention.

Keywords: upward and downward social comparison, career satisfaction, organizational commitment, turnover intention, competitive work group.