

ABSTRAK

Tingkat keluar masuk karyawan atau *employee turnover* mendapatkan perhatian utama dari perusahaan karena hal tersebut akan berdampak baik pada kondisi keuangan perusahaan dan juga pada citra perusahaan. Niat untuk keluar atau *turnover intention* karyawan dapat dikurangi dengan meningkatkan komitmen organisasi dan juga kepuasan kerja karyawan. Banyaknya perusahaan pesaing baik dalam industri yang sama atau tidak, akan meningkatkan niat untuk keluar. Pada penelitian ini juga berusaha untuk mengkaji pengaruh *self-image congruency*, *company image attractiveness*, *alternative attractiveness* serta kinerja terhadap *turnover intention*. Penelitian ini menggunakan metode survey dan responden dalam penelitian ini adalah karyawan perbankan yang berposisi sebagai karyawan atau staf marketing, baik itu *funding* ataupun *lending*. Uji hipotesis dalam penelitian dilakukan dengan metode analisis jalur. Hasil dari penelitian ini menemukan bahwa *self-image congruence* berpengaruh positif terhadap *company image attractiveness* dan juga kepuasan kerja. Kemudian *company attractiveness* berpengaruh positif terhadap kepuasan kerja dan komitmen organisasi. Komitmen organisasi, kepuasan kerja dan kinerja berpengaruh negative terhadap *turnover intention*. Sebaliknya, *alternative attractiveness* berpengaruh positif terhadap *turnover intention*.

Kata Kunci : *Self-image congruency*, *alternative attractiveness*, kinerja, *company image attractiveness*, kepuasan kerja, komitmen organisasi, *turnover intention*.

ABSTRACT

Employee turnover has got much attention in many companies because of its effect both on financial sides and company image. In high density of competition among the same industry or not, is believed could increase employees' turnover intention because employees perceived there are many alternative places to work. Turnover intention could be reduced by increasing employees' organizational commitment and job satisfaction. The purpose of this study was to investigate the effects of employee self-image congruency, company image attractiveness, performance, alternative attractiveness, job satisfaction and organizational commitment toward turnover intention. Data were collected using a survey method within the context of banking industries. Path analysis was used to test the hypotheses. Results revealed employee self-image congruence had positive effect on both company image attractiveness and job satisfaction. Company image attractiveness also had positive effect to job satisfaction and organizational commitment. Then organizational commitment, job satisfaction and performance had negative effect on turnover intention. While alternative attractiveness had positive effect on turnover intention.

Key Words : Self-image congruency, alternative attractiveness, performance, company image attractiveness, job satisfaction, organizational commitment, turnover intention