# ARTIKEL JURNAL

**Implementasi Strategi Keupasan Kerja Dalam Upaya Peningkatan Motivasi Kerja Guna Menekan Angka Turnover Intention**

# (Studi Kasus Karyawan Pt Sherish Cipta Interindo)

***Implementation of Job Satisfaction Strategy in an Effort to Increase Work Motivation to Reduce Turnover Intention Rate***

# (Employee of PT Sherish Cipta Interindo)



**Oleh:**

# Ulfa Nurul Nissa NPM. 178020095

**PROGRAM MAGISTER MANAJEMEN FAKULTAS PASCASARJANA UNIVERSITAS PASUNDAN BANDUNG**

**2021**

**ABSTRACT**

*To face this ea of globalization, the success of an organization is determined by two factors, is human resources and work infrastructure. Motivation is the basis for moving someone to act and do something. Employee motivation is expected to always be high. In addition, job satisfaction is an important to retain employees so that turnover does not occur in a company. Employees who have a high level of job satisfaction will be less likely to leave the company compared to employees who have a low level of satisfaction. The purpose of this study was to determine job satisfaction to increase work motivation in an effort to reduce employee turnover intention. The object of this research is employee at PT Sherish Cipta Interindo, this company is a public company whose business activities include interior design services and contractor services. This research method is descriptive with a qualitative approach. Data collection techniques by means of observation, interviews and documentation. Based on observations made by researchers, researchers found a new strategy to increase employee motivation in an effort to reduce turnover intention.*

# Keywords: Job Satisfaction, motivation employee, turnover intention

# DAFTAR PUSTAKA

Afandi , P. (2018). *Manajemen Sumber Daya Manusia (Teori, Konsep dan Indikator).* Riau: Zanafa Publishing.

Afrizal. (2019). *Metode Penelitian Kualitatif.* Depok: PT Raja Grafindo Persada .

Basrowi, & Suwandi. (2008). *Memahami Penelitian Kualitatif.* Jakarta: Rineka Cipta.

Gulo, W. (2002). *Metode Penelitian .* Jakarta : PT Grasindo.

Hasibuan , M. (2017). *Manajemen Sumber Daya Manusia Edisi Revisi.* Jakarta: Bumi Aksara.

Indrasari , M. (2017). *Kepuasan Kerja dan Kinerja Karyawan Tinjauan dari DImensi Iklim Organisasi, Kreativitas Individu, dan Karakteristik Pekerjaan.* Sidoarjo: Indomedia Pustaka.

Kristiani, D., & Pangstuti, R. (2019). Effect of Work Stress, Work Motivation, and Work Environment to Employee Performance Production Part in UD Pratama Karya. *Business and Financial Journal, 4*(2), 105-114.

Luthans, F. (2014). *Manajemen Internasiona: Budaya, Strategi dan Perilaku.*

Jakarta: Salemba Empat .

Mobley, W. H., & Hollingsworth, A. (1978). An Evaluation of Precursors of Hospotal Employee Turnover. *Journal of Applied Pschology, 86*(3), 408- 414.

Moleong, L. (2012). *Metodologi Penelitian Kualitatif.* Bandung: PT Remaja Rosdakarya.

Nurdin, I., & Hartati, S. (2019). *Metodologi Penelitian Sosial .* Surabaya: Media Sahabat Cendekia.

Rangkuti , F. (2013). *Teknik Membedah Kasus Bisnis Analisis SWOT Cara Perhitungan Bobot, Rating, dan OCAI.* Jakarta: PT Gramedia Pustaka Utama.

Sedarmayanti. (2017). *Perencanaan dan Pengembangan SDM untuk Meningkatkan Kompetensi, Kinerja dan Produktivitas Kerja.* Bandung: PT Refika Aditama.

Sudaryo, Y. d. (2018). *Manajemen Sumber Daya Manusia, Kompensasi Tidak Langsung dan Lingkungan Kerja Fisik.* Yogyakarta: CV Andi Offset.

Sugiyono. (2012). *Metode Penelitian Pendidikan .* Bandung: Alfabeta.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D .* Bandung: Alfabeta.