

THE EFFECT OF JOB INSECURITY AND JOB SATISFACTION ON TURNOVER INTENTION ON MARKETING EMPLOYEES OF HONDA DEALER

ABSTRACT

By :

Timotius Diko

Guiding Lecturer :

Nurali, SE.,MM

The purpose of this study was to explain the effect of Job Insecurity and Job Satisfaction on Turnover Intention of Employees at Marketing Division of Honda Dealers in Jombang. Data was collected by distributing questionnaires, interviews. This study uses a quantitative method with a descriptive quantitative approach that aims to describe or provide an overview of the object under study through the data or samples that have been collected. The population used is employees at Honda Dealers in Jombang, totaling 52 employees. The sampling technique used was the saturated sample technique. The data analysis method uses validity test, reliability test, classical assumption test, multiple linear regression analysis, hypothesis testing through t test and coefficient of determination (R^2) with the help of SPSS version 22. Based on the research results show that Job Insecurity has a positive effect on turnover intention in employees Honda Dealers in Jombang, and Job Satisfaction have a negative and significant effect on Turnover Intention of Honda Dealer Employees in Jombang.

Keywords: Job Insecurity, Job Satisfaction and Turnover Intention