PENGARUH KOMITMEN AFEKTIF TERHADAP TURNOVER INTENTION YANG DI MODERASI OLEH IKLIM PSIKOLOGIS

(Study Pada Karyawan Toko PT. Indomarco Prismatama)

ABSTRAK

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Tujuan Penelitian ini adalah untuk menjelaskan pengaruh Komitmen Afektif terhadap *Turnover Intention* pada Karyawan Toko PT. Indomarco Prismatama yang dimoderasi Iklim Psikologis Pengumpulan data dilakukan dengan penyebaran angket, wawancara. Penelitian ini menggunakan metode kuantitatif dengan pendekatan kuantitatif deskriptif yang bertujuan untuk mendeskripsikan atau memberi gambaran terhadap objek yang diteliti melalui data atau sampel yang telah terkumpul. Populasi yang digunakan yaitu Karyawan Toko PT. Indomarco Prismatama yang berjumlah 84 karyawan. Teknik pengambilan sampel menggunakan teknik *Non Probability Sampling*. Metode analisis data menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, *Moderated Regression Analysis* (MRA), uji hipotesis melalui uji t dan koefisien determinasi (R^2) dengan bantuan SPSS versi 25. Berdasarkan hasil penelitian menujukkan bahwa Komitmen Afektif karyawan belum maksimum maka akan berdampak pada tingginya *Turnover Intention* pada Karyawan Toko PT. Indomarco Prismatama dan Iklim Psikologis mampu memoderasi Komitmen Afektif terhadap *Turnover Intention* pada Karyawan Toko PT. Indomarco Prismatama.

Kata kunci : Komitmen Afektif, Iklim Psikologis dan *Turnover Intention*.

THE INFLUENCE OF AFFECTIVE COMMITMENT ON TURNOVER INTENTION MODERATED BY PSYCHOLOGICAL CLIMATE
(Study on Store Employees of PT. Indomarco Prismatama)
ABSTRACT

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The purpose of this study was to explain the effect of affective commitment on turnover intention for shop employees at PT. Indomarco Prismatama moderated Psychological Climate Data collection was carried out by distributing questionnaires, interviews. This study uses a quantitative method with a descriptive quantitative approach which aims to describe or give an overview of the object under study through data or samples that have been collected. The population used is Store Employees of PT. Indomarco Prismatama with a total of 84 employees. The sampling technique uses the Non Probability Sampling technique. Methods of data analysis using validity test, reliability test, classic assumption test, Moderated Regression Analysis (MRA), hypothesis testing through t test and the coefficient of determination (R2) with the help of SPSS version 25. Based on the results of the research, it shows that the employee's Affective Commitment is not maximum, it will has an impact on the high Turnover Intention of Store Employees of PT. Indomarco Prismatama and Psychological Climate are able to moderate Affective Commitment to Turnover Intention in Shop Employees of PT. Indomarco Prismatama.

Keywords: *Affective Commitment, Psychological Climate and Turnover Intention.*