

ABSTRAK
PENGARUH *JOB DEMANDS* DAN *DIRECT COMPENSATION*
TERHADAP *TURNOVER INTENTION* DENGAN
JOB SATISFACTION* SEBAGAI VARIABEL *INTERVENING

(Survey Pada Karyawan CV Aryanto Herbal Tasikmalaya)

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Penelitian ini bertujuan untuk menganalisis pengaruh job demands dan direct compensation terhadap turnover intention dengan job satisfaction sebagai variabel intervening pada karyawan CV Aryanto Herbal Tasikmalaya. Penelitian menggunakan pendekatan kuantitatif dengan metode deskriptif dan verifikatif. Teknik pengambilan sampel menggunakan sampling jenuh dengan jumlah responden sebanyak 72 karyawan. Analisis data dilakukan menggunakan Structural Equation Modeling berbasis Partial Least Square (SEM-PLS) dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa job demands berpengaruh negatif dan signifikan terhadap job satisfaction serta berpengaruh positif terhadap turnover intention. Direct compensation berpengaruh positif terhadap job satisfaction dan berpengaruh negatif terhadap turnover intention. Job satisfaction terbukti berpengaruh negatif dan signifikan terhadap turnover intention serta mampu memediasi pengaruh job demands dan direct compensation terhadap turnover intention.

Kata kunci: Tuntutan Pekerjaan, Kompensasi Langsung, Kepuasan Kerja, Niat Berpindah Kerja

ABSTRACT
***THE INFLUENCE OF JOB DEMANDS AND DIRECT
COMPENSATION ON TURNOVER INTENTION
WITH JOB SATISFACTION AS AN INTERVENING VARIABLE***
(A Survey of Employees at CV Aryanto Herbal Tasikmalaya)

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This study aims to analyze the effect of job demands and direct compensation on turnover intention, with job satisfaction as an intervening variable among employees of CV Aryanto Herbal Tasikmalaya. The research employs a quantitative approach using descriptive and verificative methods. The sampling technique applied is census sampling, involving 72 employees as respondents. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0 software. The results indicate that job demands have a negative and significant effect on job satisfaction and a positive effect on turnover intention. Direct compensation has a positive effect on job satisfaction and a negative effect on turnover intention. Furthermore, job satisfaction has a negative and significant effect on turnover intention and is proven to mediate the relationship between job demands and direct compensation on turnover intention.

Keywords: *Job Demands, Direct Compensation, Job satisfaction, Turnover intention*