

ABSTRACT

THE EFFECT OF SUSTAINABLE HUMAN RESOURCE MANAGEMENT ON JOB SATISFACTION AND EMPLOYEE RETENTION WITH SOCIAL CAPITAL AS AN INTERVENING VARIABLE

***(A Study of Employees in Automotive Companies in the MM2100
Industrial Park)***

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This study aims to analyze the effect of Sustainable Human Resource Management on Job Satisfaction and Employee Retention, with Social Capital as an intervening variable, among employees of automotive companies in the MM2100 Industrial Park. This study employs a quantitative approach using a survey method involving the distribution of questionnaires to respondents. Data were analyzed using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The results indicate that Sustainable Human Resource Management influences Job Satisfaction, Employee Retention, and Social Capital. Furthermore, Social Capital also influences Job Satisfaction and Employee Retention and mediates the effect of Sustainable Human Resource Management on these two variables. These findings indicate that the implementation of sustainable human resource management, supported by strong social capital, can enhance job satisfaction and sustainably retain employees.

Keywords: Sustainable Human Resource Management, Social Capital, Job Satisfaction, Employee Retent

ABSTRAK

PENGARUH *SUSTAINABLE HUMAN RESOURCE MANAGEMENT* TERHADAP *JOB SATISFACTION* DAN *EMPLOYEE RETENTION* DENGAN *SOCIAL CAPITAL* SEBAGAI VARIABEL INTERVENING (Studi pada Karyawan Perusahaan Otomotif di Kawasan Industri MM2100)

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Penelitian ini bertujuan untuk menganalisis pengaruh *Sustainable Human Resource Management* terhadap *Job Satisfaction* dan *Employee Retention* dengan *Social Capital* sebagai variabel intervening pada karyawan perusahaan otomotif di Kawasan Industri MM2100. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada responden. Data dianalisis menggunakan metode *Partial Least Squares-Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *Sustainable Human Resource Management* berpengaruh terhadap *Job Satisfaction*, *Employee Retention*, dan *Social Capital*. Selain itu, *Social Capital* juga berpengaruh terhadap *Job Satisfaction* dan *Employee Retention*, serta mampu memediasi pengaruh *Sustainable Human Resource Management* terhadap kedua variabel tersebut. Temuan ini menunjukkan bahwa penerapan pengelolaan sumber daya manusia yang berkelanjutan dan didukung oleh modal sosial yang kuat dapat meningkatkan kepuasan kerja serta mempertahankan karyawan secara berkelanjutan.

Kata Kunci: *Sustainable Human Resource Management*, *Social Capital*, *Job Satisfaction*, *Employee Retention*.