

ABSTRACT

**THE INFLUENCE OF TOXIC WORKPLACE ENVIRONMENT, JOB
BURNOUT, AND EMPLOYER BRANDING ON EMPLOYEE RETENTION**

(Survey Of Generation Z Nurses At RSU Prasetya Bunda)

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This study aims to analyze the influence of a toxic workplace environment, job burnout, and employer branding on employee retention among Generation Z nurses at RSU Prasetya Bunda. This research uses a quantitative approach with data collection techniques thru the distribution of questionnaires to Generation Z nurses working in the emergency and inpatient units. The analytical method used in this study is path analysis to examine the direct and indirect effects among variables in the research model. The research results indicate that a toxic workplace environment, job burnout, and employer branding have an impact on employee retention. These findings indicate that the retention of Generation Z nurses is influenced by a combination of psychological conditions and perceptions of the organization as a workplace. Therefore, workload management and strengthening the internal image of the organization become important strategies in maintaining the stability of the nursing workforce.

Keywords: *toxic workplace environment, job burnout, employer branding, employee retention, Generation Z nurses*

ABSTRAK

PENGARUH *TOXIC WORKPLACE ENVIRONMENT*, *JOB BURNOUT*, DAN *EMPLOYER BRANDING* TERHADAP *EMPLOYEE RETENTION*

(Survei pada Perawat Gen Z RSUD Prasetya Bunda)

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Penelitian ini bertujuan untuk menganalisis pengaruh *toxic workplace environment*, *job burnout*, dan *employer branding* terhadap *employee retention* pada perawat Generasi Z di RSUD Prasetya Bunda. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui penyebaran kuesioner kepada perawat Generasi Z yang bekerja di unit IGD dan rawat inap. Metode analisis yang digunakan adalah analisis jalur (*path analysis*) untuk menguji pengaruh langsung dan tidak langsung antarvariabel dalam model penelitian. Hasil penelitian menunjukkan bahwa *toxic workplace environment*, *job burnout* dan *employer branding* berpengaruh terhadap *employee retention*. Temuan ini menunjukkan bahwa retensi perawat Generasi Z dipengaruhi oleh kombinasi kondisi psikologis dan persepsi terhadap organisasi sebagai tempat kerja. Oleh karena itu, pengelolaan beban kerja serta penguatan citra internal organisasi menjadi strategi penting dalam menjaga stabilitas tenaga keperawatan.

Kata Kunci: *toxic workplace environment*, *job burnout*, *employer branding*, *employee retention*, perawat Generasi Z