

ABSTRACT

THE EFFECT OF *ROLE AMBIGUITY* AND *ROLE OVERLOAD* ON *TURNOVER INTENTION*

***(A Case Study Of Generation Z Employees In The Food and beverage Industry
In Tasikmalaya City)***

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This study aims to analyze the effect of role ambiguity on turnover intention through role overload among Generation Z employees in the food and beverage industry in Tasikmalaya City. This study employed a quantitative approach using an explanatory survey method. The sample was selected using purposive sampling, and the data were collected through questionnaires and analyzed using descriptive analysis, path analysis, the coefficient of determination, and hypothesis testing with SPSS. The results indicate that role ambiguity, role overload, and turnover intention are all in the high category. Furthermore, role ambiguity has a positive and significant effect on both role overload and turnover intention, while role overload also has a positive and significant effect on turnover intention. The findings indicate that role overload acts as an intervening variable in the relationship between role ambiguity and turnover intention. Therefore, organizations should improve role clarity and manage workloads proportionally to reduce employees' turnover intention.

Keywords: *Role ambiguity, Role overload, Turnover intention, Generation Z.*

ABSTRAK

PENGARUH *ROLE AMBIGUITY* TERHADAP *TURNOVER INTENTION* MELALUI *ROLE OVERLOAD*

**(Studi Pada Karyawan Generasi Z Industri *Food and beverage* Di Kota
Tasikmalaya)**

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Penelitian ini bertujuan menganalisis pengaruh Role ambiguity terhadap turnover intention melalui role overload pada karyawan Generasi Z di industri food and beverage di Kota Tasikmalaya. Penelitian menggunakan pendekatan kuantitatif dengan metode survei eksplanatori. Sampel ditentukan menggunakan teknik purposive sampling, sedangkan data dikumpulkan melalui penyebaran kuesioner dan dianalisis menggunakan analisis deskriptif, analisis jalur (path analysis), koefisien determinasi, serta uji hipotesis dengan bantuan SPSS. Hasil penelitian menunjukkan bahwa Role ambiguity, role overload, dan turnover intention berada pada kategori tinggi. Selain itu, Role ambiguity berpengaruh signifikan terhadap role overload maupun turnover intention, sedangkan role overload juga berpengaruh signifikan terhadap turnover intention. Temuan ini menunjukkan bahwa role overload berperan sebagai variabel intervening dalam hubungan antara Role ambiguity dan turnover intention. Oleh karena itu, perusahaan perlu meningkatkan kejelasan peran serta mengelola beban kerja secara proporsional untuk menekan turnover intention.

Kata Kunci: *Role ambiguity, Role overload, Turnover intention, Generasi Z.*