

ABSTRACT

INFLUENCE OF EMPLOYEE ENGAGEMENT, EMPLOYEE WELFARE, AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR ON EMPLOYEE RETENTION

(Survey on Production Employees at PT Daiwani Putra Utama Tasikmalaya)

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The purpose this research to analyze the influence of employee engagement, employee welfare, and organizational citizenship behavior on employee retention in the production department employees at PT Daiwani Putra Utama Tasikmalaya, both simultaneously and partially. This research uses a quantitative approach with a survey method, involving 73 production department employees. Data were analyzed using descriptive and quantitative analysis. The results show that employee engagement, employee welfare, and organizational citizenship behavior have a significant influence on employee retention, both simultaneously and partially. The combination of high employee engagement, adequate welfare, and proactive behavior creates a positive organizational climate, encouraging long-term employee loyalty and retention. Therefore, it is recommended that the company continues to develop programs that support employee engagement, welfare, and positive organizational behavior to reduce employee turnover.

Keywords: Employee Engagement, Employee Welfare, Organizational Citizenship Behavior, Employee Retention.

ABSTRAK

PENGARUH *EMPLOYEE ENGAGEMENT*, *EMPLOYEE WELFARE* DAN *ORGANIZATIONAL CITIZENSHIP BEHAVIOR* TERHADAP *EMPLOYEE RETENTION*

(Survey Pada Karyawan Bagian Produksi PT Daiwani Putra Utama Tasikmalaya)

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Penelitian ini bertujuan untuk menganalisis pengaruh *employee engagement*, *employee welfare*, dan *organizational citizenship behavior* terhadap *employee retention* pada karyawan bagian produksi PT Daiwani Putra Utama Tasikmalaya, baik secara simultan maupun parsial. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei, melibatkan 73 karyawan bagian produksi. Data dianalisis menggunakan analisis deskriptif dan kuantitatif. Hasil penelitian menunjukkan bahwa *employee engagement*, *employee welfare*, dan *organizational citizenship behavior* memiliki pengaruh signifikan terhadap *employee retention*, baik secara simultan maupun parsial. Kombinasi keterlibatan karyawan yang tinggi, kesejahteraan yang memadai, serta perilaku proaktif menciptakan iklim organisasi yang positif, yang mendorong loyalitas dan retensi karyawan dalam jangka panjang. Oleh karena itu, perusahaan disarankan untuk terus mengembangkan program yang mendukung keterlibatan karyawan, kesejahteraan, serta perilaku organisasi yang positif untuk mengurangi turnover karyawan.

Kata Kunci: *Employee Engagement, Employee Welfare, Organizational Citizen Behavior, Employee Retention.*