

THE INFLUENCE OF JOB SATISFACTION AND JOB STRESS ON TURNOVER INTENTION IN PT EMPLOYEES. BINA SAN PRIMA

(Case Study at PT. Bina San Prima Cabang Cirebon)

ABSTRACT

This study aims to analyze the effect of job satisfaction and job stress on turnover intention among employees at PT. Bina San Prima. The high turnover phenomenon can have negative impacts on the company, both in terms of recruitment costs and overall organizational performance. Therefore, it is important to understand the factors that may influence employees' intentions to leave the company. In this study, job satisfaction is measured through several dimensions such as compensation, relationships with coworkers, and working conditions, while work stress is assessed by considering workload, job pressure, and task uncertainty.

This research adopts a quantitative approach using a survey method to collect data from 136 randomly selected employees of PT. Bina San Prima. The questionnaire consists of three main sections: a job satisfaction scale, a work stress scale, and a turnover intention scale. Data analysis was conducted using multiple linear regression, aiming to determine the extent to which each independent variable (job satisfaction and work stress) affects the dependent variable (turnover intention). The results show that job satisfaction has a significant negative effect on turnover intention, meaning that the higher the level of job satisfaction, the lower the employees' intention to leave the company. Conversely, work stress has a significant positive effect on turnover intention, indicating that the higher the level of stress experienced by employees, the greater their intention to resign.

This study provides recommendations for PT. Bina San Prima's management to enhance employee well-being by creating a more supportive work environment and reducing work stress to lower the high turnover rate. Additionally, it is important for the company to focus on aspects that can improve job satisfaction so that employees feel more engaged and motivated to stay with the company.

Keywords: Job satisfaction, work stress, turnover intention, employees.