SUMMARY

AYUDEA HAPSARI. Influence of Job Satisfaction and Organizational Commitment on Turnover Intention of Sales Motorist in LTD. Supervised by AIDA VITAYALA SJAIFRI HUBEIS and SADIKIN KUSWANTO.

Sales employees are an important human resource in a company because it is considered as the engine that drives its wheel. The company's high rate of sales employee turnover has become an important issue that concerns the company. One of the causes of high employee turnover rate is job satisfaction factor. Job satisfaction also has a close relationship with organizational commitment because employees who are satisfied tend to stay in the company. This study aimed to analyze the influence of job satisfaction on organizational commitment, analyzing the influence of job satisfaction on turnover intention, and analyze the influence of organizational commitment on employee turnover intention of Sales Motorist in LTD. The data were obtained by using questionnaires to 193 Sales Motorist in LTD. Scale format using Likert scale. Data is analyzed by using Structural Equation Modeling (SEM) analysis method version 8.8.

Based on hypothesis testing using t-test with t-value 5.44, t-value>t-table (1.96) shows that job satisfaction has a positive and significant impact on organizational commitment. On the second hypothesis testing, t-value 0.57, t-value<t-table (1.96) shows that job satisfaction has no significant effect on turnover intention. And the third hypothesis testing, with t-value 2.91, t-value>t-table (1.96) shows that organizational commitment significantly and negatively related to turnover intention.

Besides hypothesis testing, researcher also tested the correlation between respondent characteristic such as age, education, job position, tenure, marital status, and number of dependents with the variables in this research. Based on correlation testing, age has no relationship with job satisfaction and turnover intention, but showed a positive relationship with organizational commitment. Educational level has no relationship with job satisfaction, organizational commitment, and turnover intention. Beside that, job position (Sales Motorist and Leader Motorist) has a negative relationship with job satisfaction, organizational commitment, and turnover intention. Tenure was found to have no relationship with job satisfaction and turnover intention, but has a positive relationship with organizational commitment. Marital status has no relationship with job satisfaction and turnover intention, but has a negative relationship with organizational commitment. A positive relationship was also found between the number of dependents with job satisfaction and organizational commitment, but the number of dependents has no relationship with turnover intention.

Keywords: job satisfaction, organizational commitment, Sales Motorist, Structural Equation Modeling, turnover intention.