ANALYSIS OF FACTORS THAT AFFECT TURNOVER INTENTION ON OUTBOUND CALL AGENT OF PT INFOMEDIA NUSANTARA USING STRUCTURAL EQUATION MODELLING METHOD

Nama Mahasiswa : Andina Gustria Caesary  
NRP : 2508 100 037  
Jurusan : Teknik Industri  
Dosen Pembimbing : Naning Aranti Wessiani, ST., MM  
Dosen Ko-Pembimbing : Prof. Ir. Budi Santosa, M.Sc., Ph.D

ABSTRACT

PT Infomedia Nusantara is a company engaged in the field of information and communication which is a subsidiary company of PT Telkom. As a form of synergy, PT Infomedia Nusantara continues to improve services to PT Telkom customers by utilizing outbound call services. To obtain an effective outbound call process, required a reliable and loyal agent. However, were found a number of agents who do resign in each month. Therefore, we need to know the factors that influence it such as job stress, the pattern of transformational leadership, job characteristics, job satisfaction and organizational commitment. To test these linkages, used Structural Equation Modelling method. The results showed that transformational leadership factors and job characteristics have a positive and significant impact on job satisfaction. Transformational leadership factors and job satisfaction has positive and significant impact on organizational commitment. Job stress factors have a negative and significant effect on organizational commitment. Job stress factors have a positive and significant impact on turnover intention. Organizational commitment factors have a negative and significant affect on turnover intention. In addition to the direct relation is obtained, also obtained indirect relationships between factors. That relationship is the influence of job characteristics on organizational commitment, and transformational leadership, job characteristics and job satisfaction on turnover intention. However, job stress factors known to not have any relationship on job satisfaction.

Keywords : Structural Equation Modelling, Turnover Intention, Job Satisfaction, Organization Commitment