

ABSTRACT

THE INFLUENCE OF JOB STRESS AND JOB SATISFACTION ON TURNOVER OF PT SALES EMPLOYEES PT. AUTO 2000 WAY HALIM BANDAR LAMPUNG

Turnover of Sales employees of PT.AUTO 2000 Way Halim Bandar Lampung has increased from 2018 to 2023, and the highest employee turnover is in 2023. This study aims to determine the effect of Job Stress on Sales Employee Turnover at PT.AUTO 2000 Way Halim Bandar Lampung, the effect of Job Satisfaction on Sales Employee Turnover at PT.AUTO 2000 Way Halim Bandar Lampung, and the effect of Job Stress and Job Satisfaction on Sales Employee Turnover at PT.AUTO 2000 Way Halim Bandar Lampung. This research includes research with a quantitative approach. The population of this study were employees in the field of Sales Marketing PT.AUTO 2000 Way Halim Bandar Lampung totaling 38 people. Data was collected by questionnaire which has been tested for validity and reliability. The data analysis technique used is Multiple Linear Regression. The results showed that Job Stress and Job Satisfaction simultaneously affect the Turnover of Sales Employees at PT.AUTO 2000 Way Halim Bandar Lampung.

Keywords: *Job Stress, Job Satisfaction and Turnover*

