

ABSTRACT

**STRATEGIC ANALYSIS OF EMPLOYEE TURNOVER INTENTION IN THE
HOSPITALITY INDUSTRY: A CASE STUDY OF ASOKA LUXURY HOTEL IN
BANDAR LAMPUNG**

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Turnover intention is a subjective perception of organizational members to quit their current job with the aim of looking for other opportunities. This study aims to (1) explain the factors that influence Turnover Intention in Industry Hospitality (2) identify the Impact of Work Stress, Work Engagement and Job Satisfaction on Turnover Intention in Industry Hospitality (3) formulate strategies to reduce Turnover Intention in Industry Hospitality . The type of research used is a type of quantitative research with an associative approach. The data collection method in this study used primary data obtained from distributing questionnaires which were measured using a Likert scale. The population in this study were all Asoka Luxury Hotel employees in Bandar Lampung, totaling 52 employees. The sampling method used in this research is saturated sampling technique or better known as census because the research population is under 100 people. The data analysis used is Partial Least Square (PLS) with SmartPLS software. The results of this study indicate that work stress has a significant effect on Turnover Intention in Asoka Luxury Hotel employees in Bandar Lampung p-Values ($0.022 < 0.05$). Work engagement has a significant effect on Turnover Intention of Asoka Luxury Hotel employees in Bandar Lampung p-Values ($0.001 < 0.05$). Job satisfaction has a significant effect on Turnover Intention of Asoka Luxury Hotel employees in Bandar Lampung p-Values ($0.016 < 0.05$).

Keywords: Work stress, Work engagement, . Job satisfaction and on Turnover Intention