

ABSTRAK

**PENGARUH INSENTIF DAN KEPUASAN KERJA TERHADAP
TURNOVER INTENTION HOSTEL TANGO DI KOTA BANDAR
LAMPUNG**

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Hostel Tango adalah perusahaan yang bergerak dalam bidang pelayanan, jasa perhotelan, yang kegiatan usahanya menyediakan kamar bagi para wisatawan domestik ataupun mancanegara. Masalah yang terjadi pada Hostel Tango Bandar Lampung yaitu tidak adanya pemberian Insentif tunjangan hari raya menyebabkan ketidakpuasan beberapa karyawan yang menyebabkan *Turnover* karyawan di kemudian hari. Penelitian ini bertujuan untuk mengetahui pengaruh Insentif terhadap Turnover Intention, pengaruh Kepuasan kerja terhadap Turnover Intention dan pengaruh Insentif dan Kepuasan Kerja terhadap Turnover Intention. Populasi dalam penelitian ini adalah karyawan Hostel Tango di Kota Bandar Lampung. Teknik pengambilan sampel dalam penelitian ini *Nonprobability sampling* dengan teknik Sampel Jenuh dengan jumlah sampel 34 responden. Alat data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda. Hasil penelitian ini secara parsial bahwa Insentif berpengaruh terhadap Turnover Intention, Kepuasan Kerja berpengaruh terhadap Turnover serta secara simultan Insentif dan Kepuasan berpengaruh terhadap Turnover Intention.

Kata Kunci : Insentif, Kepuasan Kerja, Turnover Intention.

ABSTRACT

THE EFFECT OF INCENTIVES AND JOB SATISFACTION ON TANGO TURNOVER INTENTION HOSTEL IN BANDAR LAMPUNG CITY

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Tango Hostel is a company engaged in the service sector, hospitality services, whose business activities are to provide rooms for domestic or foreign tourists. The problem that occurred at the Tango Hostel in Bandar Lampung was that there was no incentive for holiday allowances which caused dissatisfaction with some employees which led to employee turnover at a later date. This study aims to determine the effect of incentives on Turnover Intention, the effect of job satisfaction on Turnover Intention and the effect of incentives and job satisfaction on Turnover Intention. The population in this study were employees of the Tango Hostel in the city of Bandar Lampung. The sampling technique in this research is nonprobability sampling with saturated sample technique with a sample size of 34 respondents. The data tool used in this research is multiple linear regression analysis. The results of this study partially show that incentives have an effect on Turnover Intention, Job Satisfaction has an effect on Turnover and simultaneously Incentives and Satisfaction have an effect on Turnover Intention.

Keywords: Incentives, Job Satisfaction, Turnover Intention.