



## **Memprediksi Turnover Intention melalui Employee Motivation dan Employee Engagement di Hotel W Bali - Seminyak**

### **Predicting Turnover Intention Through Employee Motivation and Employee Engagement at W Bali - Seminyak Hotel**

**Adrie Oktavio<sup>1,\*</sup>, Michelle Laurent<sup>2</sup>, & Verina Wijaya<sup>3</sup>**

<sup>1,2,3</sup> Prodi Pariwisata, Fakultas Pariwisata, Universitas Ciputra Surabaya, Indonesia

\*Corresponding Email: [adrie.oktavio@ciputra.ac.id](mailto:adrie.oktavio@ciputra.ac.id)

#### **Abstrak**

Perkembangan pariwisata yang pesat menimbulkan persaingan yang kuat di antara hotel-hotel yang ada di Bali. Hotel harus mampu memiliki daya saing yang kuat dengan cara mempertahankan dan mengelola dengan baik aset-aset yang dimilikinya, salah satunya adalah sumber daya manusia atau karyawan, sehingga diperlukan perlakuan khusus untuk menjaga loyalitasnya kepada perusahaan. Dengan kata lain, hotel perlu mempertahankan karyawan terbaiknya sehingga karyawan tersebut tidak memiliki niat untuk keluar atau *turnover intention*. Tujuan penelitian adalah untuk menganalisa sejauhmana variabel *turnover intention* dipengaruhi oleh variabel *employee motivation* dan *employee engagement*. Jenis penelitian ini merupakan penelitian kuantitatif dan menggunakan metode analisa GSCA (*Generalized Structured Component Analysis*). Data didapatkan dari hasil kuesioner yang disebarakan kepada 112 orang karyawan tetap Hotel W Bali - Seminyak dengan kriteria minimal satu tahun kerja. Hasil penelitian menunjukkan bahwa *employee motivation* berpengaruh positif dan signifikan terhadap *employee engagement* serta *employee motivation* berpengaruh negatif dan signifikan terhadap *turnover intention*. *employee engagement* juga berpengaruh negatif dan signifikan terhadap *turnover intention*, serta *employee engagement* memediasi hubungan antara *employee motivation* dan *turnover intention*.

**Kata Kunci:** *employee motivation; employee engagement; turnover intention; hotel*

#### **Abstract**

*The rapid development of tourism industry raises a strong competition among hotels in Bali. Hotels must be able to have strong competitiveness by maintaining and managing their assets, one of which is human resources or the employees, hence a special treatment is needed to maintain the loyalty to the company. In other words, the hotel needs to retain its best employees so that the employee has no intention of leaving or turnover intention. The purpose of this study is to analyze to what extent the turnover intention variable is influenced by the employee motivation and employee engagement variables. It is a quantitative research that uses the GSCA (Generalized Structured Component Analysis) analysis method. The data in this study was obtained from a questionnaire distributed to 112 permanent employees of the W Bali - Seminyak Hotel with the criteria of at least one year working period. The results show that employee motivation has a positive and significant effect on employee engagement. However, employee motivation has a negative and significant effect on turnover intention. Employee engagement has a negative and significant effect on turnover intention, yet employee engagement mediates the relationship between employee motivation and turnover intention.*

**Keywords:** *employee motivation; employee engagement; turnover intention; hotel*

How to Cite: Oktavio, A., Laurent, M. & Wijaya, V. (2020). Memprediksi Turnover Intention melalui Employee Motivation dan Employee Engagement di Hotel W Bali - Seminyak. *Jurnal Konsep Bisnis dan Manajemen*. 6 (2): 188-198