

HUBUNGAN ANTARA *JOB INVOLVEMENT* DENGAN INTENSI *TURNOVER* PRAMUNIAGA MATAHARI *DEPARTMENT STORE*

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Abstrak

Keunggulan industri dan produk tekstil di Pulau Jawa ini harus dapat digunakan untuk memperluas pembangunan ekonomi sedemikian rupa berbentuk kemandirian, keadilan, dan kesejahteraan di Indonesia agar dapat diraih. Salah satu perusahaan yang berkembang cukup pesat di Kota Yogyakarta yaitu, Matahari *Department Store*. Masalah yang ada di dalam perusahaan saat ini seperti adanya *job involvement* yang rendah pada diri pramuniaga yang mengakibatkan tingginya tingkat intensi *turnover* pada pramuniaga. Penelitian ini bertujuan untuk mengetahui hubungan antara *job involvement* dengan intensi *turnover* pada pramuniaga. Subyek dalam penelitian ini adalah pramuniaga Matahari *Department Store* Lippo dan Hartono *Mall* Yogyakarta sebanyak 82 orang. Metode pengumpulan data menggunakan skala intensi *turnover* dan skala *job involvement*. Penelitian ini menggunakan analisis korelasi *product moment* untuk menguji hubungan antara intensi *turnover* dengan *job involvement*. Berdasarkan hasil uji linieritas diperoleh $F = 66.666$ dan $p = 0.000$ berarti hubungan antara Intensitas *Turnover* dengan *Job Involvement* merupakan hubungan yang linier. Dari hasil analisis *product moment* (*pearson correlation*) diperoleh koefisien korelasi (r_{xy}) = -0.675 ($p < 0,00$) yang berarti ada hubungan negatif antara intensi *turnover* dan *job involvement* pada pramuniaga Matahari *Department Store* Lippo dan Hartono *Mall*. Koefisien determinasi (*r square*) dalam penelitian ini sebesar 0.455 hal ini menunjukkan bahwa sumbangan efektif *job involvement* terhadap intensi *turnover* adalah sebesar 45.5%.

Kata Kunci : *Job Involvement*, Intensitas *Turnover*, dan Pramuniaga.

**THE RELATIONSHIP BETWEEN JOB INVOLVEMENT WITH THE
INTENSION OF TURNOVER PRAMUNIAGA MATAHARI DEPARTMENT
STORE**

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Abstract

The excellence of the textile industry and products in Java must be used to expand economic development in such a way as independence, justice and prosperity in Indonesia so that it can be achieved. One company that is developing quite rapidly in the city of Yogyakarta, namely Matahari Department Store. Problems that exist in the company today such as the existence of a low job involvement in salespeople that results in a high level of turnover intentions in salespeople. This study aims to determine the relationship between job involvement with turnover intentions in salespeople. The subjects in this study were 82 employees of the Matahari Department Store Lippo and Hartono Mall Yogyakarta. The data collection method uses turnover intention scale and job involvement scale. This study uses product moment correlation analysis to examine the relationship between turnover intention and job involvement. Based on the linearity test results obtained $F = 66,666$ and $p = 0,000$ means the relationship between Turnover Intentions and Job Involvement is a linear relationship. From the results of the product moment analysis (Pearson correlation) obtained correlation coefficient $(r_{xy}) = -0.675$ ($p < 0.00$) which means there is a negative relationship between turnover intention and job involvement in Matahari Department Store salespeople Lippo and Hartono Mall. The coefficient of determination (r square) in this study is 0.455, this shows that the effective contribution of job involvement to turnover intentions is 45.5%.

Keywords : *Job Involvement, Turnover Intention, and Salespeople.*