

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh manajemen karir organisasi terhadap *turnover intention* karyawan baik secara langsung maupun dengan peran mediasi kepuasan karir dari perspektif karyawan Bank SUMUT. Metode pengumpulan data yang digunakan adalah *non-probability sampling* dengan teknik *purposive sampling*. Sampel penelitian adalah pegawai Bank SUMUT yang bertugas di kantor pusat dan unit operasional konvensional maupun syariah dengan batas maksimal umur responden adalah 50 tahun. Kuesioner didistribusikan secara daring dengan menggunakan layanan *google form*. Data yang berhasil dikumpulkan dan dianalisis adalah sebanyak 308. Penelitian ini menggunakan metode analisis *structural equation modeling (SEM)* berbasis varian dan metode *partial least square (PLS)* untuk menguji setiap hipotesis dengan bantuan aplikasi olah data SmartPLS® (versi 3.2.9).

Temuan penelitian menunjukkan bahwa manajemen karir organisasi terbukti memiliki pengaruh negatif dan signifikan terhadap *turnover intention* karyawan secara langsung, sementara kepuasan karir tidak memediasi hubungan antara manajemen karir organisasi dan *turnover intention* karyawan.

Kata Kunci: Manajemen Karir Organisasi, Kepuasan Karir, Turnover Intention

ABSTRACT

This study aims to analyze the effect of organizational career management on employee turnover intention, either directly or with the mediating role of career satisfaction from the perspective of Bank SUMUT employees. The data collection method used is non-probability sampling with purposive sampling technique. The research sample is Bank SUMUT employees who work in the Head Office and Conventional and Sharia Operational Units with the maximum age of respondents being 50 years. The questionnaires were distributed online using the Google forms service. The data that were successfully collected and analyzed were 308. This study used the variant-based structural equation modeling (SEM) method and the Partial Least Square (PLS) method to test each hypothesis with the help of the SmartPLS® data processing application (version 3.2.9).

The research findings show that organizational career management has a direct and significant negative effect on employee turnover intention, while career satisfaction does not mediate the relationship between organizational career management and employee turnover intention.

Keywords: Organizational Career Management, Career Satisfaction, Turnover Intention