

## INTISARI

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh manajemen sumber daya manusia berkelanjutan terhadap intensi *turnover* dari karyawan generasi milenial yang bekerja di industri *fast-moving consumer goods*, baik secara langsung maupun melalui keterlibatan karyawan dan identifikasi organisasi sebagai variabel pemediasi. Uji hipotesis dilakukan dengan metode *Partial Least Square Structural Equation Modelling* (PLS-SEM) melalui perangkat lunak SmartPLS versi 3.2.9. Hasil uji hipotesis menunjukkan bahwa manajemen sumber daya manusia berkelanjutan berpengaruh secara negatif terhadap intensi *turnover*, dan keterlibatan karyawan memediasi hubungan ini. Di sisi lain, tidak ditunjukkan adanya hubungan mediasi melalui variabel identifikasi organisasi.

Kata kunci: manajemen sumber daya manusia berkelanjutan, intensi *turnover*, keterlibatan karyawan, identifikasi organisasi, generasi milenial.

## **ABSTRACT**

This research aims to examine and analyze the influence of sustainable human resource management on the turnover intention of millennial generation employees who work in the fast-moving consumer goods industry, both directly and through employee engagement and organizational identification as a mediating variable. Hypothesis testing was carried out using the Partial Least Square Structural Equation Modeling (PLS SEM) method via SmartPLS software version 3.2.9. The results of hypothesis testing show that sustainable human resource management has a negative effect on turnover intention, and employee engagement mediates this relationship. On the other hand, no mediation relationship through organizational identification was demonstrated.

**Keyword:** sustainable human resource management, turnover intention, employee engagement, organizational identification, millennial generation.