

ABSTRACT

This research examines the case happened in PT. Minuman Segar. The case was a high turnover rate in procurement division specifically in procurement operations PT. Minuman Segar. The story starts from the merging CBUs in PT. Minuman Segar, and one of the impacted divisions is Procurement division. Procurement division in PT. Minuman segar experienced employees' turnover rate for 27% that has never happened before. The theory said that Job satisfaction, Motivation, and HRM practices have a significant connection to employee's turnover rate. This research examined whether the theory is applicable or not in PT. Minuman segar using AMO framework to build up the findings.

This research is using qualitative method with semi-structured interview. The result analyzed with thematic analysis using NVivo tools to find out what codes that become the most frequently appeared during the interview. The interview conducted with 4 people, 2 internal and 2 external (ex-employees). The results are job satisfaction (motivation) is the most affecting variable towards employees' turnover in PT. Minuman segar. Followed by employee involvement (opportunity) and knowledge limitation (ability).

Keywords: Ability, interview, motivation, opportunity, qualitative, semi-structured, turnover