

## ABSTRAK

Digitalisasi dan perkembangan teknologi di Indonesia cukup pesat dan berkontribusi dalam mendorong aktivitas perekonomian. Salah satunya adalah jaringan internet yang semakin mudah untuk diakses dan membuat berbagai macam inovasi bisnis (*start-up*) muncul. Jumlah *start-up* di Indonesia ada sebanyak 2.562 perusahaan, yang terkonsentrasi di Jakarta yaitu sebanyak 481 *start-up*. Mayoritas karyawan *start-up* Indonesia terdiri dari Gen Z dan dikenal memiliki loyalitas yang rendah terhadap satu perusahaan, tetapi memiliki dampak unik dalam dunia kerja. Perusahaan dapat memanfaatkan keunikan dan potensi karyawan Gen Z untuk berkontribusi di perusahaan dengan menyediakan ekosistem unggul untuk mamaksimalkan kepuasan kerja, kepuasan penghargaan intrinsik dan ekstrinsik secara menyeluruh.

Penelitian ini bertujuan untuk menguji pengaruh kepuasan kerja, kepuasan penghargaan intrinsik dan ekstrinsik terhadap *turnover intention* karyawan Gen Z yang bekerja pada industri *start-up* Jakarta. Metode yang digunakan adalah kuantitatif dengan penyebaran kuesioner. Terdapat 207 responden dan pengujian hipotesis menggunakan SEM-AMOS 23. Hasil penelitian menunjukkan terdapat pengaruh positif antara kepuasan penghargaan intrinsik dan ekstrinsik terhadap kepuasan kerja. Serta terdapat pengaruh negatif antara kepuasan kerja, kepuasan penghargaan intrinsik dan ekstrinsik terhadap *turnover intention*.

**Kata kunci:** kepuasan kerja, kepuasan penghargaan intrinsik, kepuasan penghargaan ekstrinsik, *turnover intention*.

## ABSTRACT

*The digitalization and technological development in Indonesia have been rapid and have contributed significantly to boosting economic activities. One notable aspect is the increasing accessibility of the internet, which has spurred the emergence of various business innovations, including start-ups. Currently, Indonesia hosts 2,562 start-up companies, with a concentration of 481 start-ups in Jakarta. The majority of employees in Indonesian start-ups are from Generation Z, known for their low loyalty to a single company but having a unique impact on the workplace. Companies can leverage the distinctiveness and potential of Generation Z employees by providing a superior ecosystem to maximize job satisfaction and both satisfaction with intrinsic rewards and extrinsic rewards comprehensively.*

*This study aims to examine the influence of job satisfaction, satisfaction with intrinsic rewards, and satisfaction with extrinsic rewards on the turnover intention of Generation Z employees working in Jakarta's start-up industry. The method employed is quantitative, involving the distribution of questionnaires. There were 207 respondents, and hypothesis testing was conducted using SEM-AMOS 23. The results show a positive influence of intrinsic and extrinsic reward satisfaction on job satisfaction. Additionally, there is a negative influence of job satisfaction, satisfaction with intrinsic rewards, and satisfaction with extrinsic rewards on turnover intention.*

**Keywords:** *job satisfaction, satisfaction with intrinsic rewards, satisfaction with extrinsic rewards, turnover intention.*