# ABSTRACT

E*mployee voluntary turnover has become a serious issue in apps developer start up. This research is conducted in PT Gongsin Internasional Transindo (GIT), one of the growing apps developer start up in Yogyakarta, which was established in the late 2013. The turnover rate in PT GIT has reached 56% that suggests there were 14 resigned employees of 25 within a year. Voluntary turnover has caused lower productivity for the organization.*

*This research uses qualitative method with semi-structured interview method and triangulation for the data validity. The CEO of the company, 11 ex-employees, and 4 retained employees were interviewed for this research.*

*The findings classified the causes of voluntary turnover into two: internal and external factors. The internal factors are caused by dissatisfaction of employees on management of PT GIT, while external is the reason outside the company's ability to control. The findings suggest the internal factors include: (1) unavailability of a project manager, (2) unclear vision and mission, (3) unexpected overtime hours, (4) poor benefit package, and (5) poor mentorship and training. The external factors include: (a) preferring to focus on outside project, (b) preferring to focus on thesis or finishing school, and (d) chasing for career in a big IT firm. In the end, this research delivers managerial implications for PT GIT as an attempt to reduce the voluntary turnover number of employees in the future.*

*Keywords: employee turnover, apps developer start up, qualitative method, human resource management.*