

ABSTRACT

Every company needs strategic planning to run a company. Strategic planning is formed so that the company can run and achieve its vision with the maximum. One such strategic plan is to reduce the level of employee desire to get out of the company, known as turnover intention. What can cope with this is the employee retention program, especially the talent known as employee retention.

This study aims to determine the level of employee retention program of the company and the level of employee turnover at the Bank Lampung Head Office. In addition, this study aims to determine how much influence employee retention as a variable X to turnover intention as a variable Y in the Head Office of Bank Lampung.

Data collection method is done through the distribution of questionnaires to employees of Bank Lampung Head Office with a sample amounted to 129 respondents. Data management conducted using SPSS ver 24.00 with the research method used is quantitative method, the type of analysis used is descriptive and causal. Data analysis used is descriptive analysis, simple linear regression, hypothesis test (T test), and coefficient of determination (R²). The sample technique used is non-probability sampling with purposive sampling.

Based on the results of data processing questionnaires with 129 respondents, it is known that the results of hypothesis testing can be concluded that the employee retention program has a significant negative effect on turnover intention at Bank Lampung Head Office. On the test results coefficient of determination (R²) obtained 0.06. This shows that the effect of employee retention on the decrease of employee intention turnover is 6%, while 94% is influenced by other variable not examined in this research.

Based on the results of the research, employee retention can provide input or concern for the company to give special attention to the employee retention program, including routine reward and compensation. This in addition to can hold the desire of employees to come out can also improve the performance of the company.

Keywords: employee retention, turnover intention