

ABSTRACT

The current era of digital globalization has a considerable impact on the industrial sector which can be seen from the development process of many companies in Indonesia that are changing digital globalization. This makes organizations actively seek to learn, find, hire, retain their best talents to work in their companies.

The company's current talent consists of several generations, there are five generations in the company's workforce and the millennial generation is entering the era of leadership.

The purpose of this study is to analyze the effect of *work environment*, job characteristics, employee engagement in the retail sector and customer product industry in Indonesia and to analyze the level of turnover intention of millennial talent in the retail sector and customer product industry in Indonesia, as well as to analyze the effect of employee engagement on turnover intention in the retail sector and customer products, the influence of employee engagement on the turnover intention of millennial generation talent in the retail sector and product customers and the effect of *work environment* and job characteristics on the turnover intention rate of the millennial generation in the retail sector and customer products in Indonesia

The population of this study is the millennial generation who are in the range of 21 - 41 years who work in various retail and customer product sectors in Indonesia and the minimum sample size is 156 respondents, based on the minimum number of quantitative samples required the number of variable (4) x the number of questionnaire contents (39). The data in this study used a questionnaire distributed online. The data analysis tool in this study used the Structural Equation Model (SEM) – AMOS.

The research hypothesis is that *work environment* has a significant effect on employee engagement, job characteristics have a significant effect on employee engagement, *work environment* has a significant effect on turnover intention, job characteristics have a significant effect on turnover intention, employee engagement has a significant effect on turnover intention, *work environment* has a significant effect on turnover intention through employee engagement, job characteristics have a significant effect on turnover intention through employee engagement.

Keywords: *Work environment*, Job characteristics, Employee Engagement, Turnover Intention, Millennial.