

ABSTRACT

This study is driven by the increasing number of employees who want to leave the creative industry, especially in BSM Group/Entertainment. As a company that offers multimedia equipment rental services and professional workers, BSM faces serious problems related to the increase in employee turnover intentions. Data shows a decline in job satisfaction and career development opportunities during the period 2023 to 2024. This incident has attracted the attention of research on how much influence job satisfaction and career development have on employee turnover intentions.

Literature reviews are used to describe important ideas in this study, such as human resource management, organizational behavior, and aspects and indicators of job satisfaction variables, career development, and turnover intentions. These theories are arranged in a framework of thought and hypotheses, which aim to empirically test the relationship between variables. Previous research is also used as a basis for evaluating the relevance and contribution of this study.

The method applied is a quantitative approach, with information collection using a questionnaire form given to BSM Group employees. Data were analyzed using the SEM-PLS technique, which involves testing the validity and consistency of the measuring instrument. This study also describes the profile of respondents based on age, education level, length of service, and job-hopping experience, which shows that most respondents are men aged between 21 and 30 years old with the latest education at the high school/vocational high school level and have never changed jobs.

The results of the study indicate that job satisfaction significantly influences the intention to change jobs. On the other hand, career development does not show a significant impact on the desire to change jobs.

The conclusion of this study highlights the significance of increasing employee satisfaction in reducing the intention to change jobs in the BSM Group. Companies are advised to create a supportive work environment, provide appropriate rewards, and establish good working relationships. Although career development does not show a significant impact, it is still important to consider in long-term planning. This study is expected to be a reference for human resource management in the creative sector in Indonesia.

Keywords: Job Satisfaction, Career Development, Turnover Intention, BSM Group/Entertainment.