PENGARUH *TALENT MANAGEMENT* DAN *EMPLOYEE ENGAGEMENT* TERHADAP RETENSI KARYAWAN PADA KARYAWAN GENERASI Z DI INDONESIA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *talent management* dan *employee engagement* terhadap retensi karyawan. Teknik pengambilan sampel pada penelitian ini menggunakan teknik *probability sampling*, dengan jumlah responden sebanyak 100 responden. Data primer dalam penelitian ini dikumpulkan menggunakan kuesioner melalui *google form* yang telah di uji validitas dan reliabilitasnya. Analisis data dalam penelitian ini menggunakan uji analisis deskriptif, uji instrumen meliputi uji validitas dan reliabilitas, uji asumsi klasik yang meliputi uji normalitas, linieritas, multikolinieritas, dan hetereskedastisitas, uji analisis linier berganda, uji hipotesis yang meliputi uji t dan koefesien determinasi. Hasil penelitian ini menunjukkan bahwa variabel *talent management* berpengaruh positif dan signifikan terhadap retensi karyawan, *employee engagement* berpengaruh positif dan signifikan terhadap retensi karyawan, serta variabel *talent management* dan *employee engagement* berpengaruh positif dan signifikan terhadap retensi karyawan secara simultan.

Kata Kunci: *Talent Management, Employee Engagament, Retensi Karyawan*
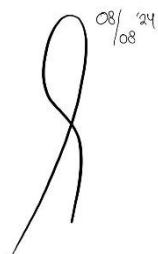
THE INFLUENCE OF TALENT MANAGEMENT AND EMPLOYEE ENGAGEMENT ON EMPLOYEE RETENTION IN Z GENERATION AS AN EMPLOYEES IN INDONESIAN

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Abstract

This study is aimed to analyze the influence of talent management and employee engagement on employee retention in Z generation employees in Indonesia. The sampling technique in this study was probability sampling technique, with 100 respondents. Primary data in this research were collected by questionnaire method through Google Forms, that have been tested for validity and reliability. Data analysis in this study were descriptive statistic analysis, classical assumption test including normality, linearity, multicollinearity, and heteroscedasticity test, multiple linear analysis test, hypothesis testing which include t test and coefficient of determination. The results of study show that talent management has positive and significant effect on employee retention, employee engagement has positive and significant effect on employee retention, talent management and employee engagement variables have positive and significant effect on employee retention simultaneously.

Keywords: Talent Management, Employee Engagement, Employee Retention