

**PENGARUH TALENT MANAGEMENT TERHADAP EMPLOYEE
RETENTION DENGAN EMPLOYEE ENGAGEMENT SEBAGAI
VARIABEL MEDIASI (STUDI PADA PT DLINGO DIGITAL MEDIA
YOGYAKARTA)**

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Abstrak

Retensi karyawan merupakan peluang strategis di banyak organisasi untuk menjaga dan mempertahankan karyawan, khususnya talenta potensial. Tujuannya adalah membangun keunggulan kompetitif berkelanjutan. Teori *resource-based view* menjelaskan masalah ini dan mengatakan bahwa keunggulan kompetitif dibangun melalui pengelolaan karyawan secara efektif. Manajemen talenta sebagai pengelolaan karyawan memiliki peran strategis dalam mempertahankan karyawan, sekaligus membangun *employee engagement*. Penelitian ini bertujuan untuk menganalisis pengaruh manajemen talenta terhadap retensi karyawan melalui *employee engagement* sebagai variabel mediasi. Penelitian ini dilakukan pada perusahaan berbasis teknologi yaitu PT Dlingo Digital Media Yogyakarta dengan jumlah sampel 57 karyawan. Metode penelitian ini adalah kuantitatif dan metode pengumpulan data yang digunakan yaitu sampling jenuh. Data diolah menggunakan SPSS 22 dengan metode analisis jalur. Analisis data yang dilakukan diantaranya statistik deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier sederhana, uji t, uji F, uji koefisien determinasi. Hasilnya, manajemen talenta berpengaruh positif dan signifikan terhadap retensi karyawan, manajemen talenta berpengaruh positif dan signifikan terhadap *employee engagement*, *employee engagement* berpengaruh positif dan signifikan terhadap retensi karyawan, dan *employee engagement* tidak memediasi hubungan antara manajemen talenta dan retensi karyawan.

Kata Kunci: *Manajemen Talenta, Employee Engagement, Retensi Karyawan.*

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**THE INFLUENCE OF TALENT MANAGEMENT
ON EMPLOYEE RETENTION WITH EMPLOYEE ENGAGEMENT AS A
MEDIATING VARIABLE (STUDY AT PT DLINGO DIGITAL MEDIA
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Abstract

Employee retention is a strategic opportunity in many organizations to maintain and retain employees, especially potential talents. The goal is to build a sustainable competitive advantage. Resource-based view theory explains this problem and says that competitive advantage is built through managing employees effectively. Talent management as employee management has a strategic role in retaining employees, as well as building employee engagement. This study aimed to analyze the effect of talent management on employee retention through employee engagement as a mediating variable. This research was conducted in a technology-based company, namely PT. Dlingo Digital Media Yogyakarta with a sample of 57 employees. The method of this research is quantitative while the data collection method is saturated sampling. The data was processed using SPSS 22 with path analysis method. The data analyses were descriptive statistic, validity test, reliability test, classical assumption test, simple linear regression test, t test, F test, determination coefficient test. As a result, talent management has a positive and significant effect on employee retention, talent management has a positive and significant effect on employee engagement, employee engagement has a positive and significant effect on employee retention, and employee engagement does not mediate the relationship between talent management and employee retention.

Keywords: *Talent Management, Employee Engagement, Employee Retention.*

