

ABSTRAK

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PENGARUH *WORKPLACE FLEXIBILITY* DAN *NON-FINANCIAL COMPENSATION* TERHADAP RETENSI KARYAWAN GENERASI MILENIAL DI DKI JAKARTA

Salah satu tantangan bagi perusahaan adalah retensi karyawan. Karyawan adalah aset terpenting bagi sebuah organisasi yang dapat mengarah pada keberhasilan sumber daya manusia sebagai penggerak utama semua kegiatan di dalam organisasi. Cara mempertahankan karyawan sangat penting untuk diketahui melalui beberapa faktor. Diantaranya adalah *non financial compensation* dan *workplace flexibility*. Penelitian ini dilakukan dengan tujuan untuk mengidentifikasi dampak *non financial compensation* dan *workplace flexibility* terhadap retensi karyawan generasi milenial di DKI Jakarta. Sampel penelitian ini adalah karyawan yang berasal dari generasi milenial dan bekerja di wilayah sekitar DKI Jakarta. Kuesioner didistribusikan secara bebas dan diisi oleh 145 responden. Alat analisis yang digunakan dalam penelitian ini adalah regresi linier sederhana menggunakan JASP. Hasil penelitian ini menunjukkan bahwa ada pengaruh positif dan signifikan antara *non financial compensation* dan *workplace flexibility* terhadap retensi karyawan generasi milenial. Sehingga para manajer sebaiknya menerapkan strategi pada aspek *workplace flexibility* dan pemberian *non financial compensation* secara menyeluruh di perusahaannya sebagai bentuk dari proses retensi.

Kata Kunci: *Workplace Flexibility*, *Non Financial Compensation*, Retensi, Milenial.

ABSTRACT

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THE INFLUENCE OF *WORKPLACE FLEXIBILITY* AND *NON-FINANCIAL COMPENSATION* ON MILLENNIALS EMPLOYEE RETENTION IN DKI JAKARTA

One of the most challenging problems for companies is to retain their employee. Employees are the most important asset that determining the performance of an organization which can lead to the success of human resources as the main mover of all activities within the organization. The way to retain employees is very important to be recognized through several factors. Among them are non-financial compensation and workplace flexibility. This research was conducted with the aim of identifying the impact of non-financial compensation and workplace flexibility on the retention of millennial generation employees in DKI Jakarta. The sample for this research is employees who come from the millennial generation and work in the area around DKI Jakarta. The questionnaire was freely distributed and filled in by 145 respondents. The analytical tool used in this research is simple linear regression using JASP. The results of this research show that there is a positive and significant influence between non-financial compensation and workplace flexibility on employee retention in the millennial generation. Thus, managers should determine strategies on aspects of workplace flexibility and providing non-financial compensation as a whole in their companies as a form of the retention process.

Keywords: Workplace Flexibility, Non Financial Compensation, Retention, Millennial.