

ABSTRAK

Nama : Muhammad Alif Akbar
Program Studi : Manajemen
Judul : Pengaruh *talent management* dan *employee engagement* terhadap *employee retention* pada tenaga medis di RSU Az-Zuhra Lhokseumawe

Penelitian ini bertujuan untuk menganalisis pengaruh *talent management* dan *employee engagement* terhadap *employee retention* pada tenaga medis di RSU Az-Zuhra Lhokseumawe. Populasi penelitian adalah seluruh tenaga medis yang berjumlah 33 orang, dengan teknik pengambilan sampel menggunakan metode sensus. Data primer diperoleh melalui penyebaran kuesioner yang diuji validitas dan reliabilitasnya. Metode analisis yang digunakan adalah regresi linier berganda dengan uji asumsi klasik. Hasil penelitian menunjukkan bahwa *talent management* berpengaruh positif dan signifikan terhadap *employee retention*, dan *employee engagement* juga berpengaruh positif dan signifikan terhadap *employee retention*. Penelitian ini memberikan implikasi penting bagi manajemen rumah sakit untuk meningkatkan strategi pengelolaan talenta dan keterikatan karyawan guna mempertahankan tenaga medis berkualitas.

Kata Kunci: *Talent Management, Employee Engagement, Employee Retention*

ABSTRACT

Name : Muhammad Alif Akbar
Study Program : Manajemen
Title : *The effect of talent management and employee engagement on employee retention among medical staff at RSU Az-Zuhra Lhokseumawe*

This study aims to analyze the effect of talent management and employee engagement on employee retention among medical staff at RSU Az-Zuhra Lhokseumawe. The research population consists of all 33 medical staff, with the sample taken using a census method. Primary data were obtained through questionnaires tested for validity and reliability. The analysis method used is multiple linear regression with classical assumption tests. The results indicate that talent management has a positive and significant effect on employee retention, and employee engagement also has a positive and significant effect on employee retention. This research provides important implications for hospital management to improve talent management strategies and employee engagement in order to retain high-quality medical staff.

Kata Kunci: *Talent Management, Employee Engagement, Employee Retention*