

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Stres Kerja dan Resiliensi terhadap Retensi Karyawan, baik secara langsung maupun melalui Kinerja Karyawan sebagai variabel mediasi, pada karyawan Suzuya Lhokseumawe. Retensi karyawan menjadi isu penting bagi perusahaan ritel di tengah tingkat mobilitas tenaga kerja yang tinggi, sehingga pemahaman mengenai faktor psikologis seperti stres kerja dan resiliensi, serta perannya terhadap kinerja karyawan, menjadi relevan untuk dikaji. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik sampling jenuh (*saturated sampling*) terhadap 95 responden karyawan Suzuya Lhokseumawe. Data dianalisis menggunakan metode Partial Least Squares-Structural Equation Modeling (PLS-SEM) dengan bantuan software SmartPLS. Hasil penelitian menunjukkan bahwa Stres Kerja berpengaruh positif dan signifikan terhadap Kinerja Karyawan, sementara Resiliensi juga berpengaruh positif dan signifikan terhadap Kinerja Karyawan dengan pengaruh terbesar dalam model. Stres Kerja tidak berpengaruh signifikan secara langsung terhadap Retensi Karyawan, namun Resiliensi berpengaruh positif dan signifikan terhadap Retensi Karyawan. Kinerja Karyawan berpengaruh positif dan signifikan terhadap Retensi Karyawan dengan koefisien jalur terbesar di antara seluruh hubungan langsung yang diuji. Selain itu, Kinerja Karyawan terbukti memediasi penuh (*full mediation*) pengaruh Stres Kerja terhadap Retensi Karyawan, serta memediasi sebagian (*partial mediation*) pengaruh Resiliensi terhadap Retensi Karyawan. Model penelitian ini mampu menjelaskan variasi Kinerja Karyawan sebesar 61,1% dan Retensi Karyawan sebesar 57,5%, sehingga dinyatakan layak dalam menjelaskan dinamika retensi karyawan pada karyawan Suzuya Lhokseumawe.

Kata Kunci: Stres Kerja, Resiliensi, Kinerja Karyawan, Retensi Karyawan, PLS-SEM

ABSTRACT

This study aims to analyze the influence of Work Stress and Resilience on Employee Retention, both directly and through Employee Performance as a mediating variable, among employees of Suzuya Lhokseumawe. Employee retention is a critical issue for retail companies amid high workforce mobility, making it relevant to examine psychological factors such as work stress and resilience and their role in employee performance. This study used a quantitative approach with a saturated sampling technique involving 95 respondents who are employees of Suzuya Lhokseumawe. Data were analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. The results show that Work Stress has a positive and significant effect on Employee Performance, while Resilience also has a positive and significant effect on Employee Performance, representing the largest influence in the model. Work Stress does not have a significant direct effect on Employee Retention, whereas Resilience has a positive and significant effect on Employee Retention. Employee Performance has a positive and significant effect on Employee Retention, with the largest path coefficient among all tested direct relationships. Furthermore, Employee Performance is proven to fully mediate the effect of Work Stress on Employee Retention, and to partially mediate the effect of Resilience on Employee Retention. The research model explains 61.1% of the variance in Employee Performance and 57.5% of the variance in Employee Retention, indicating that the model is adequate in explaining the dynamics of employee retention among employees of Suzuya Lhokseumawe.

Keywords: Work Stress, Resilience, Employee Performance, Employee Retention, PLS-SEM