

The Influence Of Brand Image And Brand Awareness On The Decision To Purchase Iphone Products With Purchase Interest As An Intervening Variable

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Abstract

This study aims to examine the factors that influence turnover intention in PT. Mitra Usaha Indonesia where the turnover intention rate is quite high. This study examines the variables that influence turnover intention through job satisfaction, work motivation, and employee engagement. The population and sample of this study are employees of PT. Mitra Usaha Indonesia, the sample in this study was 286 people. The sample collection method uses the Probability Sampling technique using the simple random sampling method. The data collection method was carried out by distributing a questionnaire measured with 44 indicators using the Likert scale. The data analysis technique uses the Partial Least Square – Structural Equation Model (PLS-SEM). The test results showed that job satisfaction, work motivation and employee engagement had an effect on turnover intention. In addition, employee engagement is influential and can be a mediator between job satisfaction and work motivation on turnover intention

Keywords: Job Satisfaction; Work Motivation; Employee Engagement; Turnover Intention