

*Bachelor Thesis  
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***ANALYSIS EFFECT OF RETENTION STRATEGY ON EMPLOYEE  
RETENTION AT MANUFACTURING COMPANY IN INDUSTRIAL  
BATAMINDO BATAM CITY***

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***Abstract***

*The development of a business world consistent with improving economic conditions in Indonesia implies tight competition in it. Globalization has changed not only the business world but also the individual mind. Every company is interested in reaching the strongest of such competitive environments. The retention of human resources has proven important for the development and achievement of organizational goals and objectives.*

*In this paper, efforts have been made to analyze the impact of the HRM performance compensation system, work-life balance, training and development, supervisor support and job satisfaction on employee retention within the organization.*

*This study aims to determine the effect of human resource management (HR) on employee retention practices. The sample in this research is permanent employees who work at Batamindo manufacturing company in Batam City with the number of respondents as many as 300 respondents. The variables used in this research are performance compensation systems, work life balance, training and development, supervisor support and job satisfaction. The results of this study indicate that the variables of performance compensation systems, work life balance, training and development, supervisor support and job satisfaction have a significant effect on employee retention in manufacturing companies in industry Batamindo Batam.*

***Keyword:*** *Retention, Compensation, Training and Development, Job Satisfaction, Work-Life Balance, Supervisor Support*