

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF FACTORS INFLUENCING EMPLOYEE RETENTION IN BATAM

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ABSTRACT

This study aimed to analyze the factors influencing employee retention. Efforts to retain employees in the organization are needed in order to improve production quality by using competent employees.

This study used four independent variables namely recognition, relationships with coworkers, Tech Savvy, and Career Development on employee retention. This study used quantitative methods with analysis methods and data analysis methods included the validity test, the reliability test, the classic assumption test, multiple linear regression analysis, and the influence test. The data collection method used questionnaire distributed to 142 respondents.

The results of this study indicate that recognition, relationships with colleagues, Tech Savvy, and career development positively influence employee retention in Batamindo Industrial Park and Sekupang Industrial Estate

Keywords: *Employee Retention, Recognition, Relationships with Colleagues, Tech Savvy, Career Development*