RINGKASAN

Penelitian ini bertujuan untuk menganalisis secara parsial pengaruh lingkungan kerja, budaya organisasi, kepuasan kerja, dan persepsi kompensasi terhadap retensi karyawan pada Palang Merah Indonesia (PMI) Kabupaten Banyumas. Populasi dalam penelitian ini adalah seluruh karyawan PMI Kabupaten Banyumas pada tahun 2021. Sampel diperoleh sejumah 118 orang dengan menggunakan teknik *proportionate stratified random sampling*. Alat analisis yang digunakan adalah analisis regresi linear berganda dengan bantuan *software SPSS statistic* 21.

Hasil penelitian diperoleh persamaan regresi Y= 0,385+0,104X1+ 0,214X2 + 0,255X3 + 0,273X4 +e. Nilai R^2 sebesar 0,529 menunjukkan bahwa kemampuan variabel independen dalam menjelaskan variabel dependen sebesar 52,9% dan sisanya sebesar 47,1% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini. Hasil uji F menunjukkan nilai Fhitung > Ftabel (31,729 > 2,452), sehingga model regresi **layak untuk mengestimasi populasi**. Berdasarkan hasil uji t diperoleh nilai t hitung variabel lingkungan kerja sebesar 1,456 < nilai t tabel 1,6585, artinya bahwa lingkungan kerja tidak berpengaruh terhadap retensi karyawan, sehingga hipotesis pertama **ditolak**. Nilai t hitung variabel budaya organisasi sebesar 5,428 > nilai t tabel 1,6585, artinya budaya organisasi berpengaruh positif dan signifikan terhadap retensi karyawan, sehingga hipotesis kedua **diterima**. Nilai t hitung variabel kepuasan kerja sebesar 4,275 > nilai t tabel 1,6585, artinya kepuasan kerja berpengaruh positif dan signifikan terhadap retensi karyawan, sehingga hipotesis ketiga **diterima**. Nilai t hitung variabel persepsi kompensasi sebesar 4,007 > nilai t tabel 1,6585, artinya bahwa persepsi kompensasi berpengaruh positif dan signifikan terhadap retensi karyawan, sehingga hipotesis keempat **diterima.**

Implikasi penelitian ini mengharapkan adanya perhatian lebih dari pihak manajemen PMI Kabupaten Banyumas seperti 1) Melakukan upaya peningkatan fasilitas kerja agar karyawan merasa lebih nyaman, 2) Memberikan dorongan lebih kepada karyawan agar mampu bersikap kompetitif dalam hal positif, 3) Memberikan pemahaman mengenai sistem gaji, 4) Melakukan penilaian, evaluasi dan pelatihan pengembangan diri agar kedepannya karyawan dapat lebih berkembang dan mampu berprestasi, sehingga harapan untuk mendapatkan insentif dapat terpenuhi. Dengan tercapainya hal tersebut diharapkan retensi karyawan pada PMI Kabupaten Banyumas akan mengalami peningkatan.

Kata kunci: Lingkungan kerja, budaya organisasi, kepuasan kerja, kompensasi, retensi karyawan.

SUMARRY

This research aims to partially analyze the effect of the work environment, organizational culture, job satisfaction, and compensation perception on employee retention at the Palang Merah Indonesia (PMI) Banyumas Regency. The population in this research were all employees of PMI Banyumas Regency in 2021. The sample was obtained by 118 people using the proportionate stratified random sampling technique. The analytical tool used is multiple linear regression analysis with the help of SPSS statistic 21 software.

The results obtained by the regression equation $Y= 0.385+0.104X1+ 0.214X2 + 0.255X3 + 0.273X4 +e$. The $R2$ value of 0.529 indicates that the ability of the independent variable to explain the dependent variable is 52.9% and the remaining 47.1% is influenced by other variables not examined in this study. The results of the F test show the value of $F_{count} > F_{table}$ (31.729 > 2.452), so the regression model is **feasible to estimate the population**. *Based on the results of the t-test, the t-value of the work environment variable is 1.456 < the t-table value is 1.6585, meaning that the work environment has no effect on employee retention, so the first hypothesis is* **rejected**. *The t value of the organizational culture variable is 5.428 > the t table value is 1.6585, meaning that organizational culture has a positive and significant effect on employee retention, so the second hypothesis is* **accepted**. *The t-value of the job satisfaction variable is 4.275 > the t-table value is 1.6585, meaning that job satisfaction has a positive and significant effect on employee retention, so the third hypothesis is* **accepted**. *The t-value of the compensation perception variable is 4.007 > the t-table value of 1.6585, meaning that compensation perception has a positive and significant effect on employee retention, so the fourth hypothesis is* **accepted**.

The implication of this research is that it expects more attention from the management of PMI in Banyumas Regency such as 1) Making efforts to improve work facilities so that employees feel more comfortable, 2) Provide more encouragement to employees to be able to be competitive in a positive way, 3) Provide an understanding of the salary system, 4) Conduct assessments, evaluations and self-development training so that in the future employees can be more developed and capable of achievement, so that expectations for incentives can be fulfilled. With this achievement, it is expected that the retention of PMI Banyumas Regency employees will increase.

Keywords: Work environment, organizational culture, job satisfaction, compensation, employee retention.