

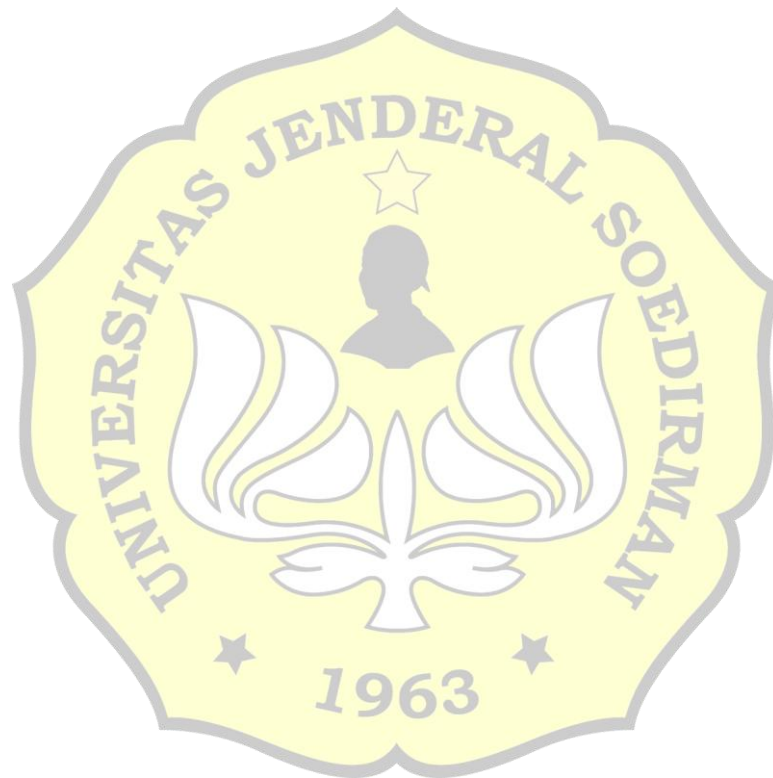
RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh Kepemimpinan Transaksional, kompensasi, dan beban kerja terhadap *turnover intention* karyawan Generasi Z di industri media kreatif dengan budaya organisasi sebagai variabel moderasi. Latar belakang penelitian didasarkan pada tingginya tingkat mobilitas kerja Generasi Z serta karakteristik industri media kreatif yang dinamis dan kompetitif. Pendekatan kuantitatif digunakan dengan metode survei melalui kuesioner, yang dianalisis menggunakan regresi linear berganda dan regresi moderasi untuk menguji hubungan antarvariabel secara empiris.

Hasil penelitian ini menunjukkan bahwa kepemimpinan transaksional dan kompensasi berpengaruh negatif dan signifikan terhadap *turnover intention* karyawan Generasi Z, yang mengindikasikan bahwa kejelasan peran, konsistensi aturan, serta sistem imbalan yang adil dan bermakna mampu menekan niat keluar karyawan. Sementara itu, beban kerja tidak terbukti berpengaruh signifikan terhadap *turnover intention*, yang menunjukkan bahwa karyawan Generasi Z cenderung memandang beban kerja sebagai bagian dari karakteristik pekerjaan, terutama ketika didukung oleh kepemimpinan dan kompensasi yang memadai.

Lebih lanjut, hasil analisis regresi moderasi menunjukkan bahwa budaya organisasi berperan signifikan dalam memoderasi hubungan antara kepemimpinan transaksional dan kompensasi terhadap *turnover intention*, namun tidak memoderasi hubungan antara beban kerja dan *turnover intention*. Budaya organisasi yang kuat dan suportif mampu memperkuat efektivitas praktik kepemimpinan dan kompensasi dalam meningkatkan komitmen karyawan serta menekan *turnover intention*. Temuan ini menegaskan pentingnya pengelolaan sumber daya manusia yang terintegrasi antara kepemimpinan, sistem kompensasi, dan penguatan budaya organisasi guna meningkatkan retensi karyawan Generasi Z di industri media kreatif.

Kata kunci : Kepemimpinan Transaksional; Kompensasi; Beban Kerja; *Turnover Intention*; Budaya Organisasi; Generasi Z; Industri Media Kreatif.



SUMMARY

This study aims to analyze the effect of transactional leadership, compensation, and workload on the turnover intention of Generation Z employees in the creative media industry, with organizational culture as a moderating variable. The background of this study is based on the high level of job mobility among Generation Z and the dynamic and competitive characteristics of the creative media industry. A quantitative approach was employed using a survey method through questionnaires, and the data were analyzed using multiple linear regression and moderated regression analysis to empirically examine the relationships among variables.

The result indicate that transactional leadership and compensation have a negative and significant effect on the turnover intention of Generation Z employees, suggesting that role clarity, consistency of rules, and fair and meaningful reward systems are able to reduce employees' intention to leave the organization. Meanwhile, workload was found to have no significant effect on turnover intention, indicating that Generation Z employees tend to perceive workload as an inherent characteristic of the job, particularly when it is supported by adequate leadership and compensation.

Furthermore, the moderated regression analysis shows that organizational culture significantly moderates the relationships between transactional leadership and compensation with turnover intention, but does not moderate the relationship between workload and turnover intention. A strong and supportive organizational culture enhances the effectiveness of leadership practices and compensation systems in increasing employee commitment and reducing turnover intention. These findings emphasize the importance of integrated human resource management through leadership, compensation systems, and the strengthening of organizational culture to improve the retention of Generation Z employees in the creative media industry.

Keywords : Transactional Leadership; Compensation; Workload; Turnover Intention; Organizational Culture; Generation Z; Creative Media Industry.