

ABSTRAK

Penelitian ini dilatarbelakangi oleh fenomena pergantian karyawan atau *turnover* yang tinggi pada perusahaan bidang farmasi khususnya tenaga *marketing* atau dikenal dengan *medical representative*. Penelitian ini bertujuan untuk menganalisis dan membuktikan pengaruh beban kerja, *work family conflict*, dan stres kerja terhadap *turnover intention* serta mediasi *work family conflict* dan stres kerja pada pengaruh beban kerja terhadap *turnover intention*.

Penelitian ini menggunakan pendekatan kuantitatif. Adapun teknik sampel yang digunakan yaitu *sampling* insidental. Jumlah responden yang digunakan 150 *medical representative* di wilayah Yogyakarta. Analisis statistik deskriptif menggunakan *software SPSS* versi 22.00 sedangkan untuk analisis data menggunakan *software lisrel* versi 8.80.

Hasil penelitian menunjukkan bahwa: *pertama*, beban kerja berpengaruh positif dan signifikan terhadap *turnover intention medical representative* di wilayah Yogyakarta. *Kedua*, beban kerja berpengaruh positif dan signifikan terhadap *work family conflict medical representative* di wilayah Yogyakarta. *Ketiga*, beban kerja berpengaruh positif dan signifikan terhadap stres kerja *medical representative* di wilayah Yogyakarta. *Keempat*, *work family conflict* berpengaruh positif dan signifikan terhadap *turnover intention medical representative* di wilayah Yogyakarta. *Kelima*, stres kerja tidak berpengaruh terhadap *turnover intention medical representative* di wilayah Yogyakarta. *Keenam*, *work family conflict* tidak memediasi pengaruh beban kerja terhadap *turnover intention medical representative* di wilayah Yogyakarta. *Ketujuh*, stres kerja tidak memediasi pengaruh beban kerja terhadap *turnover intention medical representative* di wilayah Yogyakarta.

Kata Kunci: Beban Kerja, *Work Family Conflict*, Stres Kerja, *Turnover Intention*, *Medical Representative*

Abstract

This research is motivated by the phenomenon of high turnover in pharmaceutical companies, especially the marketing personnel or known as medical representatives. This research aims to analyze and prove the effect of workload, work family conflict, and work stress on turnover intention. This research also aims to analyze and prove work family conflict and work stress mediation on the effect of workload on turnover intention.

This study used a quantitative approach. The sample technique used was incidental sampling. The number of respondents were 150 medical representatives in Yogyakarta region. The descriptive statistical analysis used SPSS software version 22.00 while for data analysis used lisrel software version 8.80.

The results shows that: first, the workload has a positive and significant effect on turnover intention of medical representative in Yogyakarta region. Secondly, the workload has a positive and significant effect on work family conflict of medical representative in Yogyakarta region. Third, the workload has a positive and significant effect on the work stress of medical representative in Yogyakarta region. Fourth, work family conflict has a positive and significant effect on turnover intention of medical representative in Yogyakarta region. Fifth, work stress does not effect turnover intention of medical representative in Yogyakarta region. Sixth, work family conflict does not mediate effect of workload on turnover intention of medical representative in Yogyakarta region. Seventh, work stress does not mediate effect of workload on turnover intention of medical representative in Yogyakarta region.

Keywords: *Workload, Work Family Conflict, Work Stress, Turnover Intention, Medical Representative*