

ABSTRACT

This study aims to determine the effect of Job Satisfaction and Training on Starbucks Turnover Intention Barista (PT. Sari Coffee Indonesia) in the city of Bandung. The phenomena in this study include the low satisfaction of baristas regarding satisfaction with their work, ineffective training, and high barista turnover rates.

Indicators of satisfaction in this study is based on Herzberg's theory (1959) where there are 2 factors including factor motivators and hygiene factors. The training indicators is based on Mangkunegara (2006: 46), namely instructors, participants, materials, methods, goals and objectives. Indicators of turnover intention based on Mobley (2011: 150) include thoughts to stop, the desire to leave, and the desire to find another job.

This research was conducted by distributing questionnaires, the sample in this study was the total population by applying the saturated sample method, where the questionnaire was distributed to 100 baristas in 17 Starbucks outlets in Bandung City. After the questionnaire was returned, then the data was tested for validity and reliability, then continued with descriptive analysis and classic assumption test, multiple linear regression analysis, hypothesis testing and coefficient of determination.

The results of the descriptive analysis show that job satisfaction is in the low category with a total percentage of 57.11%, the training variable belongs to the ineffective category with a total percentage of 62.50%, and the turnover intention variable belongs to the high category with a total percentage of 59.83 %. The results of multiple linear regression analysis show that the variables of job satisfaction and training have a significant negative effect on the turnover intention variable where increasing job satisfaction and increasing training will cause a decrease in turnover intention. The results of hypothesis testing indicate that the variable job satisfaction and training have a partial effect on turnover intention where t count for the satisfaction variable is -8,735 and t count for the training variable of -5,016. In addition, together the variables of job satisfaction and training have an influence on the turnover intention variable, where the calculated f is 767,612. The coefficient of determination is 0.683 which means that the variables of job satisfaction and training have the ability of 68.30% in explaining turnover intention variables and 31.70% can be explained from other variables not examined in this study.

Job satisfaction and training have a significant and negative effect on turnover intention, when the baristas are satisfied with their work within the company and the training provided is effective, the barista turnover intention will be low, on the contrary if the baristas feel dissatisfied with their work in the company and training given to the baristas ineffective it will have an impact on increasing the turnover of the intention of the baristas.

Keywords : Job Satisfaction, Training, Turnover Intention, Barista.