

ABSTRACT

This study aims to analyze the impact of work environment and job satisfaction on the intention to stay of generation Z in Karawang Regency. Because generation Z is a newly emerging age group, they have a unique way of assessing their level of loyalty to the organization. This study explores how these variables influence employees' desire to stay where they work. The method used in this study is quantitative with the Structural Equation Modelling Partial Least Square (SEM-PLS) approach.

Generation Z is the focus of the study, with participants working in various sectors in Karawang Regency. A total of 205 people were selected as samples from 211.08 thousand generation z people working in Karawang Regency using purposive sampling techniques, and data were obtained through questionnaires covering aspects of the work environment, job satisfaction, and intention to stay. The analysis was carried out using SEM-PLS to test the causal relationship between these variables.

The results of this study are expected to provide practical understanding for companies in creating human resource management strategies that are in line with the needs of generation Z. In addition, these findings can also provide theoretical contributions to the literature related to the intention to stay at work among the younger generation.

Keywords: *work environment, job satisfaction, intention to stay, generation Z, SEM-PLS.*