

ABSTRACT

The Influence of Career Development on Turnover Intention Through Employee Engagement as a Mediating Variable (A Study on Generation Z Employees in the Retail Industry in South Tangerang City)

Albertus Aldo Nugroho ¹⁾, Teguh Prasetyo ²⁾

¹⁾ Student, Management Study Program, Universitas Pembangunan Jaya

²⁾ Lecturer, Management Study Program, Universitas Pembangunan Jaya

The high level of turnover intention among Generation Z employees has become a significant challenge for the retail industry, particularly in South Tangerang City, which is characterized by a high number of minimarkets and growing labor demand. This study aims to examine the influence of career development on turnover intention through employee engagement among Generation Z employees in the minimarket-scale retail industry in South Tangerang. A quantitative approach was employed using a survey method with questionnaires. A total of 120 respondents were selected through purposive sampling. Data processing and analysis were conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS application. The results indicate that career development does not have a significant direct effect on turnover intention. However, career development has a positive and significant effect on employee engagement. Furthermore, employee engagement has a negative and significant effect on turnover intention. The findings also show that employee engagement plays a significant mediating role in the relationship between career development and turnover intention. Based on these results, it can be concluded that improving career development accompanied by efforts to strengthen employee engagement can collectively contribute to reducing turnover intention among Generation Z employees. Therefore, companies are advised to design structured and sustainable career development strategies to enhance employee engagement and retain high-potential human resources more effectively.

Keywords: career development, employee engagement, turnover intention, retail industry, Generation Z