

ABSTRACT

POLYCHRONIC BEHAVIOR, WORK ENVIRONMENT, AND STRESS AS TRIGGERS OF TURNOVER INTENTION: THE MODERATING ROLE OF COMPENSATION AMONG CREATIVE AGENCY WORKERS IN JABODETABEK

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This study examines the influence of polychronic behavior and work environment on turnover intention, with work stress as a mediating variable and compensation as a moderating variable among digital creative agency employees in Jabodetabek. The creative industry's demand for multitasking, tight deadlines, and continuous innovation may trigger stress and increase turnover intention. Using a quantitative approach and PLS-SEM, data were collected from 159 workers via an online questionnaire. The results show that polychronic behavior significantly influences work stress and turnover intention, both directly and indirectly through work stress. Meanwhile, the work environment has a significant effect on work stress but does not directly influence turnover intention, although it has an indirect effect through work stress. Additionally, work stress significantly influences turnover intention, and compensation was found to moderate the relationship between work stress and turnover intention. These findings contribute to human resource management literature in the digital creative sector and offer practical implications for improving employee retention through stress management and equitable compensation strategies.

Keywords: Polychronic Behavior, Compensation, Human Resources, Turnover, Creative Agency