

## ABSTRAK

Mayra Tristiyanti.2024. Pengaruh Prestasi Kerja, Pengembangan Karir, dan Komitmen Organisasi Afektif terhadap Retensi Karyawan KBPR Arta Kencana Madiun. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Karuniawati Hasanah, S.E., M.M. Pembimbing (II) Robby Sandhi Dessyarti, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh prestasi kerja, pengembangan karir dan komitmen organisasi afektif terhadap retensi karyawan KBPR Arta Kencana Madiun. Sampel dalam penelitian ini adalah 108 karyawan KBPR Arta Kencana Madiun. Teknik pengambilan sampel dalam penelitian ini, menggunakan teknik *non probability sampling* dengan menggunakan *sampling* jenuh. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu kuesioner. Adapun hasil penelitian ini yakni secara parsial variabel prestasi kerja, pengembangan karir dan komitmen organisasi afektif memiliki pengaruh yang positif dan signifikan terhadap retensi karyawan KBPR Arta Kencana Madiun.

**Kata kunci:** prestasi kerja, pengembangan karir, komitmen organisasi afektif, retensi karyawan

## ABSTRACT

*Mayra Tristiyanti. 2024. The Influence of Work Performance, Career Development, and Affective Organizational Commitment towards Employee Retention at KBPR Arta Kencana Madiun. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dr. Karuniawati Hasanah, S.E., M.M. Supervisor (II) Robby Sandhi Dessyarti, S.E., M.M.*

*This study aimed to determine the influence of work performance, career development and affective organizational commitment towards employee retention at KBPR Arta Kencana Madiun. The sample in this study was 108 employees of KBPR Arta Kencana Madiun. The sampling technique in this study used a non-probability sampling technique using saturated sampling. The data collection technique used in this study was a questionnaire. The results of this study are that partially the variables of work performance, career development and affective organizational commitment have a positive and significant influence towards employee retention at KBPR Arta Kencana Madiun.*

**Keywords:** *Work Performance, Career Development, Affective Organizational Commitment, Employee Retention.*