ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh beban kerja dan kepuasan kerja terhadap *turnover intention* dengan *psychological well-being* sebagai variabel mediasi pada karyawan Generasi Z *Quick Service Restaurant* (QSR) di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan variabel beban kerja, kepuasan kerja, *psychological well-being*, dan *turnover intention.*

Data dikumpulkan melalui penyebaran kuesioner kepada 384 responden dan dianalisis menggunakan IBM SPSS Statistics melalui analisis regresi linear berganda dan uji Sobel. Hasil penelitian menunjukkan bahwa beban kerja berpengaruh positif terhadap *turnover intention* dan berpengaruh negatif terhadap *psychological well-being*. Kepuasan kerja berpengaruh negatif terhadap *turnover intention* dan berpengaruh positif terhadap *psychological well-being*. Selain itu, *psychological well-being* terbukti memediasi secara parsial pengaruh beban kerja dan kepuasan kerja terhadap *turnover intention*. Penelitian ini diharapkan dapat menjadi masukan bagi pengelola *Quick Service Restaurant* dalam mengelola beban kerja, meningkatkan kepuasan kerja, dan memperkuat *psychological well-being* untuk menekan *turnover intention*.

Kata Kunci: Beban Kerja, Kepuasan Kerja, *Psychological Well-Being*, *Turnover Intention*, Generasi Z, *Quick Service Restaurant*.

ABSTRACT

This study aims to analyze the effect of workload and job satisfaction on turnover intention, with psychological well-being serving as a mediating variable among Generation Z employees of Quick Service Restaurants (QSR) in Madiun City. This study employed a quantitative approach with workload, job satisfaction, psychological well-being, and turnover intention as the research variables.

Data were collected through questionnaires distributed to 384 respondents and analyzed using IBM SPSS Statistics through multiple linear regression analysis and the Sobel test. The results indicate that workload has a positive effect on turnover intention and a negative effect on psychological well-being. Job satisfaction has a negative effect on turnover intention and a positive effect on psychological well-being. Furthermore, psychological well-being was found to partially mediate the effects of workload and job satisfaction on turnover intention. The findings of this study are expected to provide useful insights for Quick Service Restaurant management in managing workload, improving job satisfaction, and enhancing employees' psychological well-being to reduce turnover intention.

Keywords: *Workload, Job Satisfaction, Psychological Well-Being, Turnover Intention, Generation Z, Quick Service Restaurant.*