

ABSTRAK

Lia Yuliani (1103866). Hubungan antara *Perecived Organizational Support* dan *Adversity Quotient* terhadap Intensi *Turnover* pada Karyawan Bagian *Marketing Officer* PT. AMC Bandung. Skripsi Departemen Psikologi Fakultas Ilmu Pendidikan. Universitas Pendidikan Indonesia, Bandung (2017).

Penelitian ini bertujuan untuk mengetahui hubungan antara *perceived organizational support* dengan intensi *turnover* dan hubungan antara *adversity quotient* dengan intensi *turnover*. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif melalui metode korelasional dengan teknik analisis *rank spearman*. Melalui teknik *purposive sampling*, penelitian ini dilakukan kepada 91 karyawan bagian *marketing officer* PT AMC Bandung. Data diperoleh melalui instrumen *perceived organizational support*, *adversity quotient*, dan intensi *turnover* yang telah diujicobakan dan dimodifikasi seperlunya. Adapun reliabilitas instrumen *perceived organizational support* sebesar 0,843, *adversity quotient* sebesar 0,817, dan reliabilitas instrumen intensi *turnover* sebesar 0,838. Hasil penelitian ini menunjukkan adanya hubungan antara *perceived organizational support* dengan intensi *turnover* dan memiliki koefesien korelasi sebesar -0,233 yang berada pada kategori korelasi rendah. Selain itu, antara *adversity quotient* dengan intensi *turnover* juga memiliki hubungan dengan koefesien korelasi sebesar -0,263 yang berada pada kategori rendah.

Kata Kunci: *perceived organizational support*, *adversity quotient*, intensi *turnover*, *marketing officer*

ABSTRACT

Lia Yuliani (1103866). The Relationship between Perceived Organizational Support and Adversity Quotient toward PT. AMC Bandung Marketing Officer Section Employee's Turnover Intention. Department of Psychology. Faculty of Science Education. Indonesia University of Education, Bandung (2017).

The aim of this study was to find out the correlation between perceived organizational support and turnover intention, and correlation between adversity quotient and turnover intention. This research used quantitative approach through correlational method and rank spearman technique. With purposive sampling technique, this research was given to 91 person of PT. AMC Bandung marketing officer section employees. Data was acquired through perceived organizational support, adversity quotient, and turnover intention instrumens which was used in a test-trial and modified to some extent beforehand. The instrument's reliability score of perceived organizational support is 0,843, adversity quotient is 0,817, and turnover intention is 0,838. The result shows that there is a relation between perceived organizational support and turnover intention with correlation coefficient of -0,233 which is placed under low correlation category. In addition, there is also a relation between adversity quotient and turnover intention with correlation coefficient of -0,263 which is placed under low correlation category.

Keywords: perceived organizational support, adversity quotient, turnover intention, marketing officer