

ABSTRACT

Generation Strawberry refers to Generation Z (born between 1997 – 2012) who are often described as creative yet vulnerable individuals. An analogy with strawberries that look attractive but are easily destroyed, this generation is considered to have difficulties in dealing with pressure and challenges. Common characteristics of the Strawberry Generation include a tendency to give up easily, high sensitivity, and a lack of mental resilience. This phenomenon is complex and influenced by a variety of factors, including technological developments, parenting styles, and social changes. Research on the Strawberry Generation aims to understand more deeply the characteristics, causes, and implications of this phenomenon on individuals, society, and the world of work.

This study aims to analyze how much influence inclusive leadership, psychological empowerment, and work engagement have on turnover intention in the strawberry generation in Semarang. The sample used in this study is generation z (born between 1997 – 2012) in Semarang City who have had at least one year of work experience. The sample used was 277 respondents. The sample collection method uses purposive sampling. The data collection method used is the distribution of questionnaires online through google forms. This study uses Structural Equation Modelling (SEM) analysis with AMOS 22.0 analysis tools.

The results of this study show that inclusive leadership, psychological empowerment and work engagement have a negative and significant effect on turnover intention. And inclusive leadership and psychological empowerment have a positive and significant effect on turnover intention.

Keywords : *inclusive leadership, psychological empowerment, work engagement, turnover intention, strawberry generation*

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