

ABSTRACT

This research aims to analyze the influence of job satisfaction and organizational support on Generation Z employee loyalty with employee adaptation as an intervening variable in CV. Samoedra Group Temanggung. This research is based on the high turnover rate of Generation Z employees in retail companies which shows low employee loyalty and the importance of understanding the factors that affect that loyalty. The research model is built based on Individual Adaptability Theory (I-ADAPT) which explains the role of individual adaptability in dealing with changes in the work environment. This research uses a quantitative approach with a survey method. Primary data was obtained through the distribution of questionnaires to 126 respondents who are Generation Z employees at CV. Samoedra Group Temanggung. Data analysis technique using Structural Equation Modeling-Partial Least Square (SEM-PLS) to test the direct or indirect relationship between research variables.

Research results show that job satisfaction has a positive and significant effect on employee loyalty and employee adaptation. Employee adaptation also has a positive and significant effect on employee loyalty. But organizational support does not have a significant effect on employee loyalty or adaptation. The results of the mediation test showed that employee adaptation was able to partially mediate the effect of job satisfaction on employee loyalty, but not able to mediate the effect of organizational support on employee loyalty. The findings of this study show that job satisfaction is the most dominant factor in increasing the loyalty of Generation Z employees, both directly and through the improvement of employee adaptability. This research contributes to the development of human resource management literature, especially regarding the formation of employee loyalty of Generation Z through the Individual Adaptability Theory (I-ADAPT) approach.

Keywords: job satisfaction, organizational support, employee adaptation, employee loyalty, Generation Z.