

ABSTRACT

High turnover intention is an indicator of problems in human resource management that may negatively affect team stability, organizational reputation, and the quality of healthcare services. Mardi Rahayu Hospital Kudus challenged how the organization can retain its best talents through strengthening employee engagement, group cohesiveness, and perceived organizational support.

This study aimed to analyze efforts to reduce turnover intention among employees at Mardi Rahayu Hospital Kudus by examining the effects of group cohesiveness and organizational support, with employee engagement serving as a mediating variable. A quantitative research approach with a survey method was employed. The population consisted of all employees of Mardi Rahayu Hospital Kudus, totaling 1,083 individuals. The sample size was determined using the Slovin formula, resulting in 92 respondents. Primary data were collected through questionnaires using a Likert scale. Data analysis techniques included validity and reliability tests, classical assumption tests, path analysis, and the Sobel test to examine mediation effects, assisted by SPSS version 26 software.

The results showed that group cohesiveness had a positive and significant effect on employee engagement. Organizational support also had a positive and significant effect on employee engagement. Furthermore, group cohesiveness had a significant negative effect on turnover intention, while organizational support had a significant negative effect on turnover intention. Employee engagement was proven to significantly mediate the effects of group cohesiveness and organizational support on turnover intention.

Keywords: *Group Cohesiveness, Organizational Support, Employee Engagement, Turnover Intention, Human Resource Management.*