

CHAPTER V

CLOSING

This final chapter of this research summarize about the result of this research that already explained in the previous chapter. This chapter consists of conclusion, limitation of this research, implication of the research and recommendation for the future research. This chapter also discuss and summarize the research objectives, which are to find out the influence of employer branding and job performance towards millennial turnover intention in *BNI Syariah* Padang.

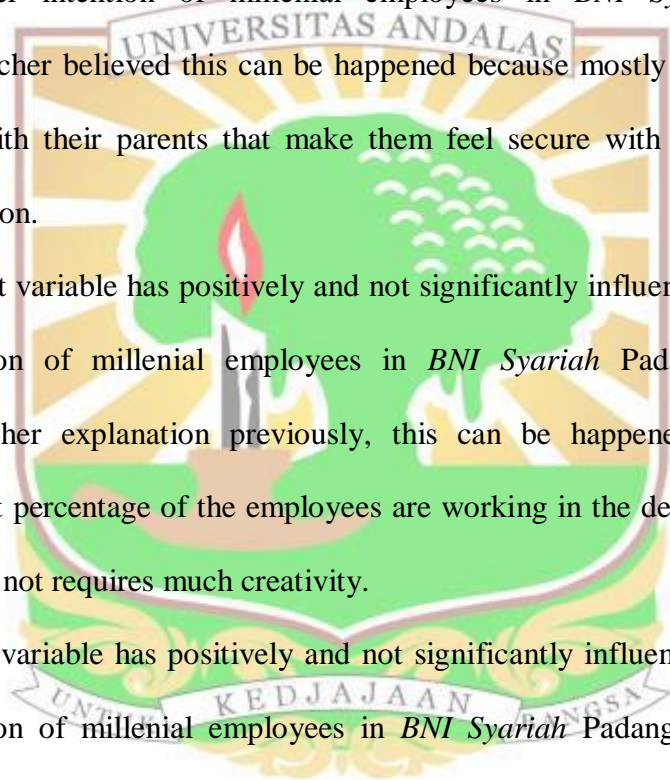
5.1 Conclusion of The Research

The primary data of this research were collected from the questionnaire dissemination that contained of questions related to each of the dimension of employer branding consists of application, development, economic, interest, social and job performance towards the turnover intention of millennial employees in *BNI Syariah* Padang. The question of this research is based on five Likert scale and analyzed using SPSS 21. The conclusion can be seen as follows :

- a. Application variable has positively and not significantly influence the turnover intention of millennial employees in *BNI Syariah* Padang. Based on researcher analysis it can be happened because mostly employees are graduated from bachelor degree and have not worked previously which makes them lack of experience and knowledge to apply in their job.
- b. Development variable has positively and significantly influence the turnover intention of millennial employees in *BNI Syariah* Padang. It

implies the more development that the employees gain, the more knowledge and skills that the employees have. Those knowledges and skills they have can be the reason to push them to have the intention to resign from their job because they believe, it can be their personal asset to get better job in the future.

- c. Economic variable has positively and not significantly influence the turnover intention of millenial employees in *BNI Syariah* Padang. Researcher believed this can be happened because mostly employees still live with their parents that make them feel secure with their economic condition.
- d. Interest variable has positively and not significantly influence the turnover intention of millenial employees in *BNI Syariah* Padang. Based on researcher explanation previously, this can be happened because the highest percentage of the employees are working in the department where it does not requires much creativity.
- e. Social variable has positively and not significantly influence the turnover intention of millenial employees in *BNI Syariah* Padang. As explained before, this can be happened because mostly employees are married which makes them spend less time socializing outside the working hours. Married employees tend to spend their spare time with their families instead of colleagues.
- f. Job performance variable has negatively and not significantly influence the turnover intention of millenial employees in *BNI Syariah* Padang. This



implies when the job performance of the employees are low, it means the higher intention they have to leave the job. So does the opposite, the higher job performance of the employees, the lower intention they have to leave the job. Higher performance leads to higher benefits and rewards that can retain the millennial employees.

5.2 Implication of The Research

a. For company

From the previous explanation, it is known that the variables that influence the turnover intention of millennial employees in BNI Syariah Padang are development and job performance. Development, as one of the dimension in employer branding and in this research means that the extent to which an individual is attracted to an employer that provides recognition, self-worth and confidence, coupled with career-enhancing experience and a springboard to future employment.

The result in this research can be translated that the manager should acknowledge the employee as an individual and as a member of the company, in this case *BNI Syariah* Padang. The employees effort, behavior and accomplishment should be observed by the manager. However as the researcher mentioned above, the result of this research is the influence of development on turnover intention is positive and significant. The company should prepare the development program that can be the media to spread the awareness of the culture of the company, the vision and mission, and also the development program that improve

the engagement between employees and the company so the employees will grow and develop in the same direction as the company goals. As a result, instead of leaving the company after developing their skills and knowledge, the employees will retain in the company.

On the other side, for the job performance, the manager of the company should carefully observed the employees assessment to know the performance of each of the employee. When there are several indications of low job performance, further analysis is needed to increase back their performance. Generally, employees tend to expect rewards and benefits in order to gain their performance that will reduce their intention to leave their jobs.

b. For academic

This research is expected to contribute to the development of science in field of corporate human resource strategy. The result of this research can be used as the reference for the future research that relevant in the research. Further development is also expected to improve the result of the research according the limitation and suggestion of this research.

5.3 Limitation of The Research

Below are several limitations this research has :

- a. This research only covers one bank which is *BNI Syariah* Padang due to difficulty to get permission to conducted research in another bank.

- b. The number of respondents only 53 persons because it only conducted in the main branch office (Kantor Cabang Utama) of *BNI Syariah* Padang since this research focusing only on millennial and permanent employees.
- c. This research have seven variables, there are application, development, economic, interest, social, job performance and turnover intention. There are already a lot of researchers discussed about this topics but there are so many factors that can influence someone's intention to leave his/her job.

5.4 Suggestion of The Research

- a. Future research can be done in other banks, cities or provinces. Researcher also expects this research should be done in technology company such as Gojek, Traveloka or Tokopedia (Start-Up) which has high rate turnover based on many researches.
- b. Future research should try to add another variables in order to gain more insights and to find out the real factors that influence the millennial turnover behaviors.
- c. Future research also should try different indicators to measure the influence of the independent variables towards the dependent variable in expected will give more insight and that is not found in this research.

