Increasing Nurse Retention Based On Internal Service Quality Approach In Batu Bara Hospital

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Abstract.

One of the problems for human resource management is the desire to leave (turnover intentions) which can lead to the nurse's decision to leave her job. One way for nurses to stay in the hospital is to increase employee retention. The purpose of this study was to develop recommendations to increase employee retention based on the Internal service quality approach at Batu Bara Hospital. This research is descriptive research with a quantitative approach. This research was conducted at the Batu Bara Hospital from September 2020 to March 2022. The research population used was nurses who were actively working at the Batu Bara Hospital, totaling 105 people with a total sample of 105 respondents. Linear regression tests and multiple linear regression tests were used to determine the effect between the dependent variable and the independent variable. The results showed that the cooperation variable and role conflict variable had no effect on increasing nurse retention, and the variables of suitability to work, suitability to technology, self-control ability, supervisory system, and role ambiguity had an effect on increasing nurse retention at Batu Bara Hospital. In this study together the independent variables have an influence on the dependent variable with a large effect of 95.9%. Suggestions for the Batu Bara Hospital should further strengthen the relationship between nurses by holding regular meetings, providing knowledge to nurses about the organizational components of Batu Bara Hospital through guidance from managers/supervisors and regular training to nurses, improving the quality of existing job designs that can This is done by completing the equipment and technology needed by nurses and reviewing the existing reward system, where the reward system must implement a justice system based on the workload, education, work experience and achievements of nurses.

Keywords: Retention, Nurse, Internal Service Quality.

I. INTRODUCTION

The hospital is an organization whose service results are in the form of services, so the best quality of service to all hospital patients must be prioritized. The realization of good service quality is also inseparable from the nurse's satisfied attitude with her work (Novitasari, 2019). As a health service provider, the hospital is obliged to provide excellent service to the community. Hospitals are required to improve the quality of their services so that they can compete to be the main choice for the community (Sholekah, 2018). Hospitals that want to provide the best quality service to external customers must provide good internal services (Kaonang, 2019). Humans or human resources (HR) are the most important elements for organizations (Priyono, 2016). Poor human resource management can result in losses for hospitals, such as an increase in the nurse's desire to quit her job or also called turnover intention. The right strategy is needed in HR management because the hospital's goals will be achieved if HR management is handled properly (Muslim, 2019). Nurse satisfaction begins with basic human needs, as seen in Maslow's hierarchy of needs, which must be partially satisfied, to begin with.

The more needs are satisfied in a pyramid, the more a nurse can focus on strengthening individual potential (Tiihonen, 2019). Simultaneously, the quality of internal services has a significant effect on nurse job satisfaction (Samadara, 2019). Providing quality services to external customers depends on providing quality services throughout the company's internals. Managers need to recognize its importance and establish mechanisms within their organizations to analyze and measure ISQ (Abdullah, 2020). Nurse retention is a company's effort to retain nurses who perform well in the company (Pratiwi, 2017). Nurse retention is closely related to the turnover of nurses or the entry and exit of nurses, where the nature of the relationship is inversely proportional (Suta, 2019). The employee retention program is one of the efforts that the hospital management can take in minimizing the employee turnover rate (Muslim, 2019). Retention of valuable nurses is the most important strategy for HR managers in this environment (Fahim, 2018). Based on the

description above, the researchers are interested in taking the title "Increasing Nurse Retention Based on Internal Service Quality Approach in Batu Bara Hospital".

II. LITERATURE REVIEW

2.1. Nurse Retention

Retention is a process by which nurses are encouraged to remain with the organization. Retention is an important element of an organizational approach to talent management more generally, defined as "the implementation of an integrated strategy or system designed to increase work productivity by developing processes to attract, develop, retain and utilize people with the skills and talents needed to meet current and future business needs". The term retention is related to the term turnover which means the process by which nurses leave the organization and must be replaced. Voluntary turnover or nurses leaving the institution of their own accord can be due to many factors, including career opportunities, salary, supervision, geography, and family/personal reasons. (Nurhidayati, 2016).

2.2. Job Satisfaction

According to Robbin and Judge (2015) job satisfaction is "a general attitude towards a person's job that shows the difference between the number of awards workers receive and the amount they believe they should receive". Job satisfaction is an affective or emotional response to various aspects or aspects of one's work so job satisfaction is not a single concept. A person can be relatively satisfied with one aspect of the job and dissatisfied with one or more other aspects. According to Handoko (2016), there are five factors that lead to job satisfaction, namely position/position, rank/class, age/age, financial security and social security, and quality of supervision.

2.3. Internal Service Quality

Service quality can be identified by comparing consumer perceptions of the services they receive/get with the services they expect/want for the service attributes of a company. If the service received or perceived is as expected, then the perceived service quality is good and satisfactory, if the service received exceeds consumer expectations, then the service quality is perceived as very good and of high quality. Service quality is influenced by 5 dimensions of service quality, namely Tangible, Reliability, Responsiveness, Assurance, and Empathy (Tjiptono, 2016).

Internal service quality or Internal Service Quality is defined as strategic decisions and operational capabilities through the use of strategic choices in a series of service activities carried out within the institution by the management to employees or institutional units that are capable, efficient, and effective in providing external services. According to Tjiptono (2016), there are several elements that support the quality of internal services, which are also examined in this study, namely cooperation, suitability for work, suitability for technology, self-control ability, supervisory and controlling system, role conflict, and role ambiguity.

2.4. Teamwork

Teamwork according to Lawasi and Triatmanto (2017) is the most effective way to unite all employees in carrying out their duties to achieve company goals with better results. The work team as a unit consists of two or more people with complementary skills and committed to common goals and shared expectations, for which they are responsible themselves.

2.5. Employee Job Fit

Employee job fit is the compatibility between individuals and the work or tasks they do in the workplace, which is the suitability between employees and the work they are getting, by looking at the abilities possessed by employees and the demands of the work they are charged with. This definition includes compatibility (capability) based on the employee's needs and the work equipment available to meet those needs, as well as the job demands and the employee's ability to meet those demands. Employee job fit is assessed by determining the work required in accordance with the job analysis that has been determined by the competent authorities in the organization so that the talent, knowledge, and ability to work are in accordance with the demands of the job (Alfani, 2018).

2.6. Technology Fit

Technology fit is an adjustment between the need for tasks, individual abilities, and technology functions. A wide variety of tasks require a variety of definite technological functions to achieve optimal results. Task -Technology Fit is an important determinant of whether the system is believed to be more useful, more important, or relatively more profitable. Technology will be very useful when it has compatibility with individual tasks, where this suitability will produce positive behaviors from individuals to further maximize effort in their work (Alfani, 2018).

2.7. Perceived Control

Perceived control as a perceived ability can change events significantly. Individuals are considered to have the ability to manage their behavior. This ability makes individuals able to modify the abilities they face so that they change according to their wishes. (Alfani, 2018).

2.8. Supervisory Control System

According to LAN (Armstrong in Satriadi, 2016), the supervision system is a process of a leader's activities to ensure that the implementation of organizational activities is in accordance with the plans, policies, and provisions that have been set.

2.9. Role Conflict

According to Gentari (2017), conflict is a process that begins when one party perceives that another party has negatively affected, or will negatively affect, something that is the personality or interest of the first party.

2.10. Role Ambiguity

Role ambiguity is a condition where employees or in this study are nurses who do not get enough information about clear directions and goals, the roles experienced by employees can affect emotions, thought processes, and one's condition. Role ambiguity can affect a person's ability to deal with work which can later hinder the achievement of the expected performance and will harm the organization or hospital (Gentari, 2017).

III. METHODS

3.1. Research Methods

The type of research in this study is classified into descriptive research with a quantitative approach. Descriptive research is intended to describe or describe existing phenomena, both natural phenomena or human engineering (Sugiyono, 2017). This research was conducted at Batu Bara General Hospital. This research was carried out from August 2021 to September 2021. Primary data collection was carried out by conducting a direct survey of the Batu Bara Hospital as the object of research. The purpose of this field research is to obtain accurate data (Sugiyono, 2017). The data obtained using research includes observation, questionnaires, archive records, and documentation. Researchers obtained secondary data to support primary data from libraries and journals.

3.2. Data Analysis

1. Univariate Analysis

The univariate analysis aims to explain or describe the characteristics of each research variable. The form of univariate analysis depends on the type of data. In general, the univariate analysis only produces the distribution of the frequency and percentage of each variable (Notoatmodjo, 2018).

2. Bivariate Analysis

Bivariate analysis is an analysis carried out on two variables that are suspected to be related or correlated (Notoatmodjo, 2018). This analysis was conducted to determine the effect of each independent variable on the dependent variable.

3. Multivariate Analysis

Multivariate analysis was conducted to determine the relationship of more than one independent variable with one dependent variable (Sugiyono, 2017). In this study, the multivariate test was carried out using multiple logistic regression because the dependent variable was categorical data.

IV. ANALYZE AND RESULT

4.1. Profile of Batu Bara Hospital

Batu Bara Regional General Hospital, otherwise known as Batu Bara Hospital, is a general hospital located in Limapuluh, Batu Bara, North Sumatra Province. Precisely located on Datuk Kubah Batu Bara Street, Kuwala Gunung, Limapuluh District, Batu Bara Regency.

4.2. Univariate Analysis

4.2.1. Characteristics of Respondents

The following are the results of the characteristics of respondents based on age.

Table 1. Characteristics of Respondents Based on Respondent Age

Age	Frequency	Percentage (%)
21-35 years	63	60
> 36 years	42	40
Total	105	100

Table 1 describes the characteristics of respondents based on the age of the respondents, from the results of the study it is known that for the age of respondents 21-35 years as many as 63 respondents with a percentage of 63%, for ages > 36 years as many as 42 respondents with a percentage of 40% of the total respondents as many as 105 respondents.

Table 2. Characteristics of Respondents Based on Respondent's Gender

Gender	Frequency	Percentage (%)
Male	46	43,8
Female	59	56,2
Total	105	100

Table 2 describes the characteristics of respondents based on the gender of the respondents, from the results of the study it is known that for the male sex as many as 46 respondents with a percentage of 43.8%, and for the female sex as many as 59 respondents with a percentage of 56.2% of the total respondents as many as 105 respondents.

Table 3. Characteristics of Respondents Based on Respondents' Marital Status

Marriage Status	Frequency	Percentage (%)
Not Married	18	17,1
Married	82	78,1
Divorcee	5	4,8
Total	105	100

Table 3 describes the characteristics of respondents based on the respondent's marital status, from the results of the study it is known that for the marital status of respondents who are not married as many as 18 respondents with a percentage of 17.1%, and for respondents who are married as many as 82 respondents with a percentage of 78.1% and for widower/widow status as many as 5 respondents with a percentage of 4.8% of the total respondents as many as 105 respondents.

Table 4. Characteristics of Respondents Based on Respondents' Last Education

Last Education	Frequency	Percentage (%)
Diploma	35	33,3
Bachelor	70	66,7
Total	105	100

Table 4 describes the characteristics of respondents based on the respondent's latest education, from the results of the study it is known that for respondents with the latest D3 education as many as 35 respondents with a percentage of 33.3%, and respondents with the latest S1 education as many as 70 respondents with a percentage of 66.7% of the total respondents as many as 105 respondents.

Table 5. Characteristics of Respondents Based on Respondents' Length of Work

Length of Work	Frequency	Percentage (%)
1-3 years	59	56,2

More than 4 years	46	43,8
Total	105	100

Table 5 describes the characteristics of respondents based on the length of work respondents at Batu Bara Hospital, from the results of the study it is known that for respondents with a length of work 1-3 years as many as 59 respondents with a percentage of 56.2%, for respondents with a length of work more than 4 years as many as 46 respondents with a percentage of 43.8% of the total respondents as many as 105 respondents.

4.3. Bivariate Analysis

This analysis was conducted to determine the effect of each independent variable on the dependent variable.

4.3.1. Level of Internal Service Quality in the Dimension of Cooperation or Teamwork at the Batu Bara Hospital in 2021

The results of research regarding the level of internal service quality in the dimensions of cooperation between nurses at Batu Bara Hospital in 2021 are presented in the following table:

Table 6. Level of Internal Service Quality in the Dimension of Cooperation or Teamwork at the Batu Bara Hospital in 2021

Teamwork Status	Frequency	Percentage (%)	P-Value
Good	26	24,8	
Not Good	79	75,2	0,209
Total	105	100	

Table 6 explains the level of internal service quality in the dimensions of cooperation or teamwork between nurses at Batu Bara Hospital in 2021, from the results of the study it can be explained the dimensions of cooperation in this study say cooperation is in the good category as many as 26 respondents with a percentage of 24.8%, and who said the cooperation was not good as many as 79 respondents with a percentage of 75.2% of the total respondents in this study as many as 105 people. The significance value obtained is p-value 0.209 > 0.05 which states that the cooperation dimension does not affect increasing nurse retention at Batu Bara Hospital in 2021.

4.3.2. Level of Internal Service Quality in the Dimension of Employee Job Fit at the Batu Bara Hospital in 2021

The results of research regarding the level of internal service quality in employee job fit of nurses at Batu Bara Hospital in 2021 are presented in the following table:

Table 7. Level of Internal Service Quality in the Dimension of Employee Job Fit at the Batu Bara Hospital in 2021

Suitability for Work	Frequency	Percentage (%)	P-Value
Suitable	64	61	
Not Suitable	41	39	0,000
Total	105	100	

Table 7 describes the level of internal service quality in the dimensions of employee job fit at Batu Bara Hospital in 2021, from the results of the study it can be explained that the dimensions of employee job fit in this study were said to be appropriate as many as 64 respondents with a percentage of 61%, and those who said that they were not appropriate were as many as 41 respondents with a percentage of 39% of the total respondents in this study were 105 people. The significance value obtained is p-value 0.000 <0.05 which states that the dimension of employee job fit affects the increase in nurse retention at Batu Bara Hospital in 2021.

4.3.3. Level of Internal Service Quality in the Dimension of Technology Fit at Batu Bara Hospital in 2021

The results of research regarding the level of internal service quality in technology fit at Batu Bara Hospital in 2021 are presented in the following table:

Table 8. Level of Internal Service Quality in the Dimension of Technology Fit at Batu Bara Hospital in 2021

Technology Fit	Frequency	Percentage (%)	P-Value
Fit	62	59	
Not Fit	43	41	0,000
Total	105	100	

Table 8 describes the level of internal service quality in the dimension of technology fit at Batu Bara Hospital in 2021, from the results of the study it can be explained that the dimension of technology fit in this study said that it was appropriate as many as 62 respondents with a percentage of 59%, and who said it was not appropriate as many as 43 respondents with a percentage of 41% of the total respondents in this study were 105 people. The significance value obtained is p-value 0.000 <0.05 which states that the dimension of technology fit affects increasing nurse retention in Batu Bara Hospital in 2021.

4.3.4. Level of Internal Service Quality in the Dimension of Self-Control Ability at Batu Bara Hospital in 2021

The results of research regarding the level of internal service quality in the dimensions of self-control ability of nurses at Batu Bara Hospital in 2021 are presented in the following table:

Table 9. Level of Internal Service Quality in the Dimension of Self-Control Ability at Batu Bara Hospital in 2021

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Self-Control Ability	Frequency	Percentage (%)	P-Value
Good	56	53,3	
Not Good	49	46,7	0,000
Total	105	100	

Table 9 describes the level of internal service quality in the dimensions of nurses' self-control abilities at Batu Bara Hospital in 2021, from the results of the study it can be explained that the dimensions of good nurses' self-control abilities were 56 respondents with a percentage of 53.3%, and nurses' self-control abilities were not good as many as 49 with a percentage of 46.7% of the total respondents in this study as many as 105 people. The significance value obtained is p-value 0.000 <0.05 which states that the dimension of the nurse's self-control ability affects increasing nurse retention in Batu Bara Hospital in 2021.

4.3.5. Level of Internal Service Quality in the Dimensions of the Supervision System at the Batu Bara Hospital in 2021

The results of research regarding the level of internal service quality in the dimensions of the supervision system at Batu Bara Hospital in 2021 are presented in the following table:

Table 10. Level of Internal Service Quality in the Dimensions of the Supervision System at the Batu Bara Hospital in 2021

Monitoring System	Frequency	Percentage (%)	P-Value
Good	61	58,1	_
Not Good	44	41,9	0,000
Total	105	100	

Table 10 explains the level of internal service quality in the dimensions of the supervision system at Batu Bara Hospital in 2021, from the results of the study it can be explained that the dimensions of the supervision system that fall into the good category are 61 respondents with a percentage of 58.1%, and the supervisory system is not good as many as 44 with a percentage of 41.9% of the total respondents in this study as many as 105 people. The significance value obtained is p-value 0.000 <0.05 which states that the dimensions of the supervision system affect increasing nurse retention in Batu Bara Hospital in 2021.

4.3.6. Level of Internal Service Quality in the Dimensions of Role Conflict at the Batu Bara Hospital in 2021

The results of research regarding the level of internal service quality in the dimensions of role conflict in Batu Bara Hospital in 2021 are presented in the following table:

Table 11. Level of Internal Service Quality in the Dimensions of Role Conflict at the Batu Bara Hospital in 2021

Role Conflict	Frequency	Percentage (%)	P-Value
Good	18	17,1	
Not Good	87	82,9	0,738
Total	105	100	

Table 11 explains the level of internal service quality in the dimensions of role conflict in Batu Bara Hospital in 2021, from the results of the study it can be explained that the dimensions of role conflict that fall into the good category are 18 respondents with a percentage of 17.1%, and role conflicts are not good as many as 87 with a percentage of 82.9% of the total respondents in this study as many as 105 people. The significance value obtained is p-value 0.734 > 0.05 which states that the role conflict dimension does not affect increasing nurse retention in Batu Bara Hospital in 2021.

4.3.7. Level of Internal Service Quality in the Dimension of Role Ambiguity at the Batu Bara Hospital in 2021

The results of research regarding the level of internal service quality in the dimension of role ambiguity in Batu Bara Hospital in 2021 are presented in the following table:

Table 12. Level of Internal Service Quality in the Dimension of Role Ambiguity at the Batu Bara Hospital in 2021

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Role Ambiguity	Frequency	Percentage (%)	P-Value	
Good	65	61,9	_	
Not Good	40	38,1	0,000	
Total	105	100		

Table 12 describes the level of internal service quality in the dimensions of role ambiguity in Batu Bara Hospital in 2021, from the results of the study it can be explained that the dimensions of role ambiguity that fall into the good category are 65 respondents with a percentage of 61.9%, and role ambiguity is not good as much as 40 with a percentage of 38.1% of the total respondents in this study as many as 105 people. The significance value obtained is p-value 0.000 <0.05 which states that role ambiguity affects the increase in nurse retention at Batu Bara Hospital in 2021.

4.4. Multivariate Analysis

Multivariate analysis was conducted to determine the relationship of more than one independent variable with one dependent variable. In this study, after the bivariate test, the results of the independent variables that affect the dependent variable are 5 dependent variables consisting of the suitability of the job variable (X2), suitability to technology (X3), self-control ability (X4), supervision system (X5), and role ambiguity (X7), from these results, to perform a multivariate test, one must get rid of the cooperation variable (X1) and role conflict (X6) because these two variables do not affect the dependent variable. The results of the multivariate test are presented in the following table:

Table 13. Multivariate Test Results

ANOVA ^a							
		Sum of		Mean			
Model		Squares	df	Square	F	Sig.	
1	Regression	1159,809	5	231,962	461,561	,000b	
	Residual	49,753	99	,503			
	Total	1209,562	104				

a. Dependent Variable: Nurse Retention

b. Predictors: (Constant), Role Ambiguity, Technology Fit, Employee Job Fit, Perceived Control, Supervisory Control System

From Table 13, we can see the significant value or p-value of 0.000 <0.05, which means that together the independent variables affect the dependent variable. To find out how much the independent variable affects the dependent variable, it can be seen in the following table:

Table 14. R Square

Model Summary ^b						
		R	Adjusted	Std. Error of the		
Model	R	Square	R Square	Estimate		
1	.979a	.959	.957	.709		

a. Predictors: (Constant), ROLE AMBIGUITY, TECHNOLOGY FIT, EMPLOYEE JOB FIT, PERCEIVED CONTROL, SUPERVISORY CONTROL SYSTEM

b. Dependent Variable: NURSE RETENTION

Table 14 explains how much the independent variable affects the dependent variable, we can see that the R Square value is 0.959, or 95.9% of the independent variables in this study affect the independent variables, the remaining 4.1% may be in other variables that are not included in the study. this.

4.5. Discussion

Cooperation is based on supervisory/management support and relationships with other co-workers. In an agency, very few people can complete their own work without the help of others. Many people resign as members of the organization because of a less harmonious relationship with their co-workers. In principle, organizing means forming groups or teams that work together and complement each other to achieve organizational goals. The results showed that 64 nurses assessed the employee job fit according to the standard that should be, and 41 nurses stated that it was not appropriate. The results of the bivariate analysis stated that there was an influence between employee job fit and nurse retention at Batu Bara Hospital with a p-value of 0.000. This states that if the employee job fit of the nurse's job is good, the nurse will continue to work, and similarly if the nurse's employee job fit is not good, the nurse chooses not to continue working. The results showed that 62 nurses assessed the technology job fit according to the standard it should be, and 43 nurses stated that it was not appropriate. The results of the bivariate analysis stated that there was an influence between the technology job fit on nurse retention at Batu Bara Hospital with a p-value of 0.000. This states that if the technology job fit in the hospital is good, the nurse will continue to work, and similarly if the technology job fit is not good, the nurse chooses not to continue working. The results showed that 56 nurses had good self-control and 49 nurses had poor self-control. The results of the bivariate analysis stated that there was an influence on the suitability of self-control abilities on nurse retention in Batu Bara Hospital with a p-value of 0.000. This states that if the nurse's self-control is good, the nurse will continue to work, and similarly if the nurse's self-control is not good, the nurse chooses not to continue working.

The results showed that 61 nurses said the supervision system at Batu Bara Hospital was good and 44 nurses said the supervision system at Batu Bara Hospital was not good. The results of the bivariate analysis stated that there was an influence between the supervision system on nurse retention at Batu Bara Hospital with a p-value of 0.000. This states that if the supervision system in the RSUD is good, the nurses will continue to work, and similarly if the supervision system in the RSUD is not good, the nurse chooses not to continue working. The results showed that 18 nurses said that the role conflict in Batu Bara Hospital was good, while 87 nurses said that the role conflict in Batu Bara Hospital was not good. The results of the bivariate analysis stated that there was no effect of role conflict on nurse retention in Batu Bara Hospital with a p-value of 0.738. This means that if the role conflict in the Batu Bara Hospital is good, the nurse will continue to work and if the role conflict in the RSUD is not good, the nurse chooses not to continue working. The results showed that 65 nurses said the ambiguity of the role in Batu Bara Hospital was good and 40 nurses said that the ambiguity of nurses in Batu Bara Hospital was not good. The results of the bivariate analysis stated that there was an influence between role ambiguity on nurse retention at Batu Bara Hospital with a p-value of 0.000. This states that if the role ambiguity in the Batu Bara Hospital is good, then the nurse will continue to work, and similarly if the role conflict in the RSUD is not good, the nurse chooses not to continue working.

V. CONCLUSION

The conclusion of this research is:

- 1. The dimensions of cooperation or teamwork do not affect increasing nurse retention at the Batu Bara Hospital in 2021.
 - 2. The dimension of suitability for work affects increasing nurse retention at Batu Bara Hospital in 2021.
- 3. The dimension of conformity to technology affects increasing nurse retention at Batu Bara Hospital in 2021.
 - 4. The dimension of self-control ability affects increasing nurse retention at Batu Bara Hospital in 2021.
- 5. The dimensions of the supervision system affect increasing nurse retention at the Batu Bara Hospital in 2021.
 - 6. The dimension of role conflict does not affect increasing nurse retention at Batu Bara Hospital in 2021.
 - 7. The ambiguity dimension affects increasing nurse retention in Batu Bara Hospital in 2021.

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