

CHAPTER I

INTRODUCTION

A. Background

Banking is a sector that attracts students who will look for work. Student interest in a career in banking is motivated by career motivation and perceptions in the minds of students who are built with a good image for a career in banking (Mashadi and Irawan 2017). Despite banking being an attractive sector, the fact is that the turnover rate in this sector is up to 15% based on a PricewaterhouseCoopers (PwC) Indonesia survey conducted in January-February 2014 (Helen 2014) and according to a survey from Mercer Talent & Information Solution, turnover in the banking sector reached 16% in 2015 (Artiningrum and Satrya 2016). The turnover rate of one of the Islamic banks in Indonesia tends to fluctuate from 2016 by 7.60%, 2017 by 6.52%, and 2018 reached 7.99% (Handoko and Soeling 2020). Based on the post-merger annual report of Bank Syariah Indonesia in 2021, 509 employees resigned or 2.6% of the total number of employees, then increased to 4.57% based on the 2022 annual report.

Yurchisin and Park revealed that high employee turnover rates in an organization or company will have a negative impact on the company's reputation or image (Gunawan et al 2013). Turnover intention or intention to leave is the first sign of turnover in the company (Mobley et al 1979). A high turnover rate indicates that an organization cannot ensure that its employees are comfortable (Manuel and Rahyuda 2015). The most important factor affecting turnover intention is affective

commitment (Meyer et al 2002) because affective commitment is developed when employees are involved, share the same values, and derive identity from the organization and affective commitment is the most widely used form of commitment (Meyer and Herscovitch 2001). To bind employees, affective commitment must be built to create an inner bond to the organization that encourages a variety of better achievements. Individuals equipped with affective commitment consider themselves to be genuine members of the organization (Palupi and Tjahjono 2017).

Organizational commitment increases to such an extent that it will affect the level of desire to move lower (Toly 2001; Satwari et al 2016). Employee commitment is a determining factor in achieving career success because if employees have a high commitment to work, the company will synergize with employees in building the company according to the mission and vision that is being built. By having a high commitment, companies can reduce employee turnover rates and reduce costs incurred to find new candidates to fill vacant positions (Mahendra 2017). A high level of commitment provides support to employees and can develop employee commitment to the company, which can reduce turnover intention (Hussain and Asif 2012). If employee commitment has been obtained, employees will be loyal and work optimally for the benefit of the company (Yuliyana 2013). According to Davis and Newstrom (Tumbelaka and Kaligis 2023) similar to a potent magnetic attraction between metallic objects, organizational commitment denotes an employee's dedication to staying with a company in the long term. It frequently embodies the employee's faith in the company's mission and objectives,

their readiness to invest effort in achieving them, and their intention to persist in their employment. The organizational commitment indicator that has the largest contribution in this case is the affective commitment indicator with the item employees feel that the company's problems are their problems too, when employees feel that the problems owned by the company are their problems too, employees will try to do their best for the company, the desire to do their best for the company fosters a sense of employee loyalty to the company thereby reducing employees' intention to leave the company (Tumbelaka and Kaligis 2023).

Research on organizational commitment on intention to leave in the banking sector is still very limited. This is based on the Scopus database from 1991 to 2023 there are only 6 articles on organizational commitment on intention to leave in the banking sector. This study aims to analyze the trends and development of publications on organizational commitment on intention to leave in the banking sector over a 32-year period (1991-2023) using the Scopus database. This research topic is very interesting considering the fact that the banking sector in Indonesia has experienced a significant increase in turnover, while according to OJK Banking Supervisor Chief Executive Dian Ediana Rae, the performance of the banking industry during 2022 was well maintained and grew positively and was able to withstand global economic pressures. OJK data, in November 2022 banking credit grew 11.16 percent (yoy) while the collection of Third Party Funds (DPK) grew by 8.78 percent (yoy). The credit and DPK growth rates have recorded growth rates that exceed the pre-Covid-19 pandemic level with maintained banking risk indicators (Otoritas Jasa Keuangan 2023).

B. Problem Formulation

Based on the background of the problem and the research focus that the researcher has explained, the problem formulation is as follows:

1. What are the organizational commitment on intention to leave in the banking sector research trends in 1999-2020?
2. What are the visualization results of organizational commitment on intention to leave in the banking sector research in 1999-2020?

C. Aims

Based on the problem formulation, this research aims to:

1. Analyzing organizational commitment on intention to leave in the banking sector research trends in 1999-2020.
2. Analyzing the visualization results of organizational commitment on intention to leave in the banking sector research trends in 1999-2020.

D. Benefit

Based on the research objectives, it can be concluded that this research has benefits for the academic environment and research objects. The benefits are as follows:

1. Theoretical benefits

It is hoped that this research can become reference material for further research. This research can add insight to readers.

2. Practical benefits

- a. For academics, this research can contribute ideas to problems related to organizational commitment on intention to leave in the banking sector.
- b. This research can be a reference for preparing problem solving programs related to the author's topic.