

Marketing And Product Strategy Of Modern Retail Market (Indomaret) In Attracting Traditional Market Consumers In Bangun Purba District

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ABSTRACT

This study aims to analyze the effect of job security and organizational commitment on turnover intention and its impact on the performance of outsourcing employees at PT. Perkebunan Nusantara IV Regional II. This study uses a quantitative approach with the Partial Least Square analysis method to test the relationship between variables. Secondary data used were obtained from questionnaires, with samples selected using the Structural Equation Modeling technique. The results of the study indicate that job security and organizational commitment have a positive effect on turnover intention and its impact on the performance of outsourcing employees.

Keywords : *Marketing, Product Strategy, Turnover Intention, Employee performance, Outsourcing.*