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Work Stress on Turnover Intention in Media Companies in Bandung City

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A B S T R A C T S

This study aims to determine the extent to which stress at work affects turnover intention in one of the media companies in Bandung. This study used a sample of 30 respondents from a media company in Bandung. The sample method used in this study is non-probability sampling, with data collected using questionnaires, surveys, and observations. The method used in this study is simple linear regression analysis, which is then carried out using SPSS 20 for Windows. The results of stress at work have a positive and significant impact on turnover intention in one of the media companies in Bandung. The higher the level of work stress that employees feel, the greater their desire to leave the company. Because of this, media companies must consider employee work conditions in order to reduce work stress and reduce turnover intention.

A R T I C L E   I N F O

1. INTRODUCTION

The era of revolution 5.0 has brought major changes to the way humans' access and disseminate information. Media as one of the main pillars in conveying information and public opinion that continues to adapt to the needs of the times. The media is a tool used to convey information, messages, or communications from one person to another. The media that are often used

today are mass media and social media. Mass media and social media have an increasingly large role and impact on various aspects of life. Where mass media and social media are also taken into consideration in various decisions in the household, community, nation and state environment in solving problems. Often, mass media and social media can create public opinions that go viral in society.

Mass media and social media are becoming more and more prevalent, and the number of users from day to day can provide information that shows how important the internet is to modern life, including how much media companies need it. In other words, social media is a very easy way to convey various information that can be done by anybody at anytime, anywhere, and at any time, as well as by a variety of people, therefore it is very common to use it for a variety of purposes. Mass media and social media have very significant differences, the most fundamental difference is that social media does not have the legality to disseminate information like mass media. Even the information is spread through social media and it is not known for certain who is responsible, so the level of incorrect information is quite high. Meanwhile, mass media is media that includes print media, electronic media, and online media, which includes social media including YouTube, TikTok, Instagram, Twitter, and Facebook.

Utilization of information dissemination, both mass media and social media, to share information, where social media becomes an intermediary in disseminating information originating from mass media, and vice versa, mass media disseminates a lot of information originating from information

disseminated through social media. This means that mass media and social media have the same ability to disseminate information. Mass media and social media have the function of making it easier to obtain current information and trends. These two-mass media can popularize information, so that it becomes the public's attention. Mass media has the power to influence society at various levels, and has a large role and power in influencing the ongoing success of human life activities (Rahman & Putra, 2024).

Mass media has 4 (four) functions as a means of disseminating information, a means of disseminating opinions, entertainment, and messages (Lase & Lase, 2024). The impact of mass media not only influences a person's attitude but can also influence a person's behavior. Even further impacts of mass media can influence the social or cultural systems of society. Changes in social and cultural systems can occur because mass media and social media have changed the way people convey their mindsets in exploring and obtaining information (Sihombing, 2023).

Along with the major role of mass media and social media in producing information and shaping people's mindsets and culture, media companies have an increasing responsibility to present accurate information. Media companies are required to adapt to current trends and ensure that the information conveyed not only attracts attention but is also able to have a positive impact on society. The presentation and delivery of accurate and relevant information requires media companies to rely on the quality of human resources who have knowledge,

experience, and skills and can make a very large contribution to the success of carrying out the process of presenting and delivering information, but one of the obstacles faced by media companies in the city of Bandung is the fairly high level of employee turnover or entry and exit. Turnover can be defined as an employee leaving the company where he works (Harvida & Wijaya, 2020). This is what happened in a media company in the city of Bandung, where the data obtained showed that the number of employees continued to decline from 2022 to 2024. It was recorded that the number of employees decreased by 0.8% in 2022, increasing to 3.1% in 2023, and the decrease continued to increase to 7.4% in 2024. Maier, stated that if the turnover rate reaches 5% or even more, then it is said that the number of employee attrition is quite high (Rizqi, 2022). Sutanto dan Gunawan, stated that there are numerous reasons why employees leave their jobs, including stress at work, where they become irritable, uncooperative, unable to perform their jobs well, and not satisfied with their current work (Resakomala, *et al.*, 2024). The results of research conducted by Siddiqui and Jamil, show stress at work is one of the main factors that affects employees' intentions to leave (Sofia, *et al.*, 2019). Meanwhile, according to Nursyamsi, work stress is an individual's conceptualization of work reactions to environmental characteristics that employees will face, including threats that employees will likely encounter when working in an organization. Stress at a severe level can make employees sick or even make themselves worse (Sofia, *et al.*, 2019).

Employees are often faced with various problems inside and outside the company, making it very possible for them to experience stress. Excessive stress cannot be tolerated because the individual loses the ability to control himself completely. As a result, they can no longer make decisions correctly and their behavior becomes disturbed. Other impacts that occur are physical illness, despair, frequent absences, and so on. As long as stress levels are not resolved, work performance tends to decline drastically. In the research, it found that work stress is positively related to turnover intentions. Accordingly, if work-related stress increases, turnover intention will also increase, and conversely, if work-related stress decreases, employee desire to leave the company would decrease (Hidayati & Mahfudiyanto, 2024).

However, there are still few studies that discuss work stress on turnover intention so they have different answers related to positive or negative influences, and research objects in media companies are very rarely carried out. The researcher conducted further research related to the same problem as the previous researcher, the new thing that the researcher will do is conduct research in media companies and analyze each indicator per variable so that later the research results obtained will show arguments. In addition, the problem in this writing is the negative impact and instability experienced by one of the media companies in Bandung City caused by turnover intention, namely the problem of quite high work stress due to heavy workloads, deadlines in completing tasks, unclear tasks and responsibilities, and high work pressure.

One of the media companies in the city of Bandung should pay attention to employee working conditions so that it can reduce work stress and reduce turnover intention rates. This will

certainly make employees stay in the company for a very long time because they do not feel too stressed while working and do not want to leave the company. Based on the problems above, the question arises as to how much influence work stress has on turnover intention. Therefore, the researcher conducted this study using simple regression analysis to see and provide insight to readers about the causes of turnover intention on employee work stress levels.

2. LITERATURE REVIEW
2.1. Work Stress

Work stress has become one of the most discussed issues because work stress is a response to excessive work demands, pressure from the work environment, and unclear tasks and responsibilities. Rivai & Sagala (Setiawan, *et. al.*, 2020) stated that stress at work is a mental health condition that causes physical and psychological imbalances that affect an employee's emotions, psychiatric process, and general well-being. Physically, stress can cause fatigue, sleep disorders, and other health problems, while psychologically it can cause anxiety and loss of motivation. If not managed properly, stress can lead to burnout and increase the risk of employees leaving their jobs. Work stress can also occur due to tension experienced by employees when there are work demands and this tension turns into pressure which results in employee discomfort with their work. This means that high work demands can cause stress to be felt by employees.

Stress can be interpreted as something positive if we look at the pressure from a heavy workload to encourage the quality of employee work. Stress can also be interpreted negatively if work pressure is viewed as an obstacle to employee progress. The indicators put forward by Rivai, state that there are 5 (five) indicators of work stress (Buulolo, 2021), namely:

(i) Workload.
(ii) Authority and responsibility.
(iii) Physical condition or health.
(iv) Discomfort.
(v) Work pressure.

Employees often feel stressed due to excessive workload, tight deadlines, unsupportive work environment conditions, and unclear tasks and responsibilities. This work stress needs to be addressed especially in one of the media companies in Bandung city which has a heavy workload and work pressure. This should be taken into consideration by media companies in order to prevent employees from experiencing stress so that it won't affect other factors, such as turnover intention.

2.2. Turnover Intention

Turnover intention is one aspect that companies must pay attention to because it is related to employees' intention to leave the company voluntarily. Various factors such as work stress and job opportunities elsewhere are often associated with the emergence of turnover intention. Lum, et. al., Turnover intention is the gap between employees to leave an organization which can be due to wanting to find the same job in a different company or a different job than before (Basriani, 2022). Numerous reasons, including work pressure, stress, or the availability of a more alluring job

offer, may affect an employee's decision to leave the organization. There are two meanings, namely desire (intention) is an individual's intention to do something, and turnover which means someone voluntarily quits their workplace or moves from one place to another (Wakhyuni, *et al.*, 2021).

When an employee feels that their expectations for their job are not being met or they are experiencing excessive work pressure, they are likely to start considering other opportunities that they perceive as better suited to their needs and aspirations. Therefore, understanding turnover intention becomes very important for organizations. Lum, et. al., in (Pidada, 2019) put forward 3 (three) indicators of turnover intention, namely as follows: 1. Intention to quit, 2. Job search, and 3. Thinking of quit. Employees who have the intention to quit tend to start looking for opportunities elsewhere and think more frequently about the decision to leave their jobs. If not handled properly, one of the media companies in the city of Bandung will experience various negative impacts, one of which is a significant decrease in the number of employees, resulting in the loss of the best human resources.

3. METHOD

The author presents two variables to be studied, namely the work stress variable and the turnover intention variable. This study was carried out at a Bandung-based media company. This type of research uses a descriptive verification analysis method and a verification analysis method with a quantitative approachIn order to gather accurate information, primary data is gathered through structured questionnaires and interviews, while secondary data is gathered from literature reviews of books, earlier research journals, and pertinent online media. The purpose of secondary data is to supplement the primary data. Operational measurement using Likert scale measurement instruments, and data analysis was tested using linear regression. Sampling used non-probability sampling with a sample size of 30 people.

4. RESULTS AND DISCUSSION

4.1. Validity Test

By evaluating if a questionnaire is legitimate in assessing whether the estimated r value > r table, the validity test is conducted to assess the degree to which the utilized questionnaire can provide valid data using Pearson correlation analysis. Since the study's r table value is 0.377, the questionnaire is deemed valid if the value is greater than 0.377. It may be concluded that all of the questions in the turnover intention questionnaire are deemed legitimate since the test results of the estimated r value for each statement surpass the r table. The calculated r value for all statements on the work stress questionnaire exceeds the r table. Additionally, all of the question items have been deemed legitimate.

4.2. Reliability Test

Cronbach's alpha analysis greater than or equal to 0.377 is used in the reliability test to assess how well the questionnaire can produce consistent findings. If the reliability test condition is alpha > 0.377, it means it is reliable. The reliability test of this research says that the alpha value of work stress is

0.749 > 0.377 and turnover intention is 0.688 > 0.377, implying that this measurement tool is deemed reliable.

CLASSIC ASSUMPTION TEST

4.3. Normality Test

To make sure the data is distributed, the normality test is performed. Graphic analysis and statistical analysis are two methods used to determine whether the data is residual or not in a normally distributed normality test.

Figure 1's graph indicates that the data is normally distributed since the distribution follows the line's path around the diagonal line.
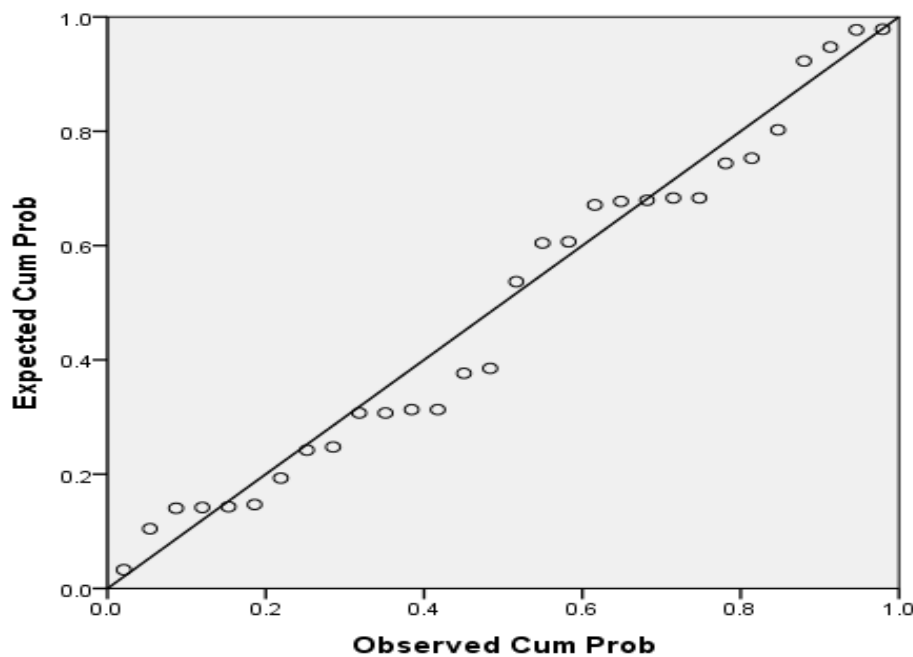

Fig. 1 Graphic Probability Plot

4.4. Simple Linear Regression Test

Simple regression analysis is one method to determine the impact of work stress on turnover intention. Following are the results of a simple regression analysis.

Table 1 shows the results of a simple regression analysis where the constant coefficient has a positive sign of 9.164, meaning that increasing work stress will further increase employee turnover intention. The work stress regression coefficient has a positive sign of 0.507, indicating that for every 1 unit increase in work stress, employee turnover intention can increase by 0.507 provided that all other variables are constant.

Based on the partial test results above, a calculated t value of 10.859 and a t table value of 2.045 can be obtained. The calculated t value > t table (10.859 > 2.045) shows that the hypothesis is accepted and

for the coefficient (9.975 > 2.045), Ho is rejected and H1 is accepted, meaning that the constant and regression coefficient are statistically significant.

Table 1. T Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.164	0.844		10.859	0.000
Work Stress (X)	0.507	0.051	0.883	9.975	0.000

4.5. Coefficient of Determination

The coefficient of determination measures the agreement between the estimated value or regression line and the sample data. The coefficient of determination can also be used to describe how work stress affects turnover intention.

Table 2 F test results with sig probability approach. 0.00, at the sig level. 0.00 < 0.05 can be stated that Ho is rejected and H1 is accepted, which means that there is an influence between the work stress variable on turnover intention.

Table 2. F Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	107.648	1	107.648	99.506	0.000[b]
Residual	30.291	28	1.082		
Total	137.939	29			

4.6. Coefficient of Determination Test (Adjust R Square)

The coefficient of determination (R^2/R Square) in table 3 is 0.780, or 78%.

This indicates that job stress can raise turnover intention by 78%, with variables not included in the study having a 22% impact.

Table 3: Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.883[a]	0.780	0.773	1.04011

4.7. Hypothesis Testing

Based on the data processing that has been obtained, the influence between variables can be seen in the following table.

Table 4 shows that work stress has a positive and significant effect on turnover intention at one of the media companies in the city of Bandung. The following is an overview of the recapitulation results of each work stress indicator on turnover intention.

Table 4: Hypothesis Testing

Hypothesis	T Value	T Table	R²	Conclusion
Work Stress ➤ Turnover Intention	9.975	2.045	0.780	H1 accepted (significant)

Based on Figure 2 above, there are 5 (five) indicators for work stress and 3 (three) indicators for turnover intention. Work stress has an influence of 78% on turnover intention, while the remaining 22% is influenced by other variables outside of work stress. The workload indicator of work stress of 3.50 is included in the "high" category because it is in the interval 3.41-4.20. This indicator influences the turnover intention indicator, namely the intention to quit, which is included in the "high" category of 3.58. A high workload makes employees feel burdened and experience physical and mental fatigue. When the tasks given are too many and exceed individual capacity, employees begin to feel unable to complete their work effectively, causing an increase in intentions to leave the company. Apart from workload, physical condition/health is included in the "high" category at 3.53 which also influences the intention to quit indicator because disturbed physical and health conditions due to work stress can lead to the

intention to leave the job. If employees feel that their current job threatens their health both physically and mentally, they will consider looking for another job that does not provide excessive pressure. High workloads and physical/health conditions must be reduced so that they do not give rise to employees' intention to leave the company. This is in line with research (Sabuhari, *et. al.*, 2021) that companies must pay attention to several things related to workload and physical/health conditions, namely reducing unclear roles and responsibilities which always burden employees and providing a level of work that suits employees' abilities so that employees do not feel tired due to heavy workloads.

The authority & responsibility indicator of 2.83 is included in the "medium/neutral" category because it is in the interval 2.61-3.40, this indicator influences the turnover intention indicator, namely job search with a value of 3.40 which is in the "medium/neutral"

category. Authority & responsibility occurs because there is unclear roles and responsibilities causing confusion in the workplace. Employees who do not have clear task boundaries often do work outside their job desk, which leads to work stress which in the end tends to look for other jobs that provide a clearer work structure. Apart from authority & responsibility, work pressure is worth 3.43 which is included in the "high" category and has an effect on job search indicators because high work pressure can result in prolonged stress, where employees are always chasing targets. When this pressure is felt to be excessive, employees will start looking for work opportunities elsewhere. Job stress arises from not being able to fulfil job demands, unclear authority and responsibility, lack of time to complete tasks, and conflicting tasks (Nursalimah & Oktafien, 2023). This is part of the indicators of authority & responsibility and work pressure that companies must pay attention to in order to provide work in accordance with their duties and responsibilities and limit

excessive workload so that they do not experience heavy work pressure, thereby minimizing employees from looking for work elsewhere.

The discomfort indicator for work stress has a value of 2.87 in the "medium/neutral" category, this indicator influences the turnover intention indicator, namely thinking of quit, which has a value of 3.40, which is in the "medium/neutral" category. Discomfort in the work environment, whether due to work pressure, an unconducive environment, or poor working relationships can cause employees to think about leaving their jobs. A less conducive work environment and work pressure that burdens employees will exacerbate the increase in turnover intention in the company (Rahadiyanti & Prahiawan, 2024). Thus, employees and companies must work together to create a comfortable work environment so that it can reduce work pressure and turnover intention that occurs in media companies.
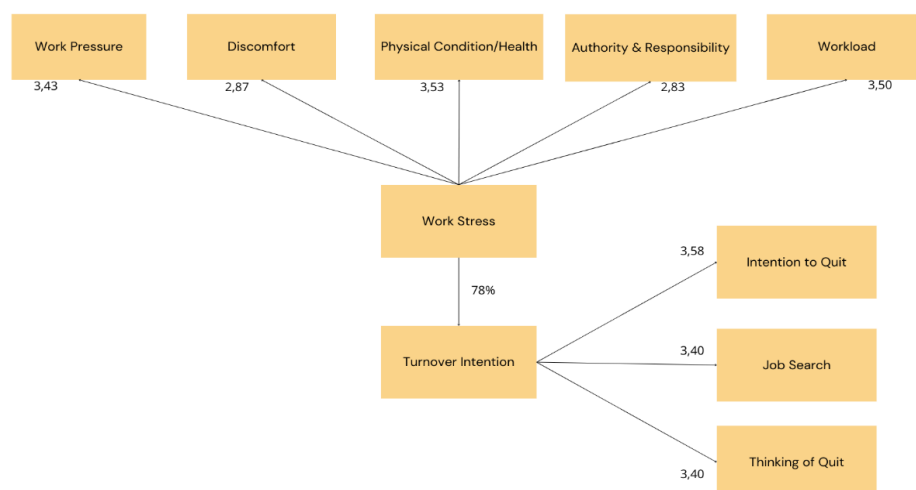

Figure 2. Recapitulation Results of Work Stress and Turnover Intention Indicators

4. CONCLUSION

The results of research that has been carried out based on the t test show that work stress has a positive and significant effect on turnover intention, one of which is in media companies in the city of Bandung. Employees' desire to leave the organization increases with the amount of stress they experience at work. Factors such as heavy workloads, unclear roles and responsibilities, high work pressure, and poor physical/health conditions contribute to increased turnover intention. Therefore, media companies need to pay attention to employee working conditions so that they can reduce work stress and reduce turnover intention rates.

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