

ABSTRACT

This study examines a case study of employee intention to stay amid the dynamics of the textile industry, which is under pressure. The background of this study is the crisis experienced by PT. Sri Rejeki Isman Tbk (Sritex), which has impacted its subsidiary, PT. Sari Warna Asli Unit II Boyolali. Despite the company facing difficult operational conditions and an increased workload, many employees chose to stay. The objectives of this study are (1) to analyze the factors that encourage employees to stay and (2) to analyze the role of managerial support in this decision.

This study uses a qualitative method with a case study design. Data were collected through in-depth interviews with seven informants (P1-P7), consisting of production employees and managerial level employees (Head of Personnel and Head of Production Team), supported by observation and document analysis.

The results of the study show that employee retention is a complex interaction of three organizational commitments. Affective Commitment (emotional bonds of “family” and the philosophy of “our fields and farms”); Continuance Commitment (rational considerations of financial losses such as loss of minimum wage and BPJS, as well as the difficulty of finding new work); and Normative Commitment (a strong sense of “debt of gratitude” because the company has supported families for decades). The role of managerial support (Perceived Organizational Support/POS) proved to be the main anchor. This support was implemented through organizational fairness (performance-based promotions and a 24-hour HRD complaint mechanism), a reward system (“Di Uwongke” and “Di Bombong”), and pro-employee policies (family planning and integrated health service posts programs). The strongest POS signal is support during crises, where management actively avoids layoffs and provides mental health services (in partnership with the public hospital).

In conclusion, the intention to stay is dominated by affective and normative commitment, reinforced by high POS, particularly through management's supportive response during crises. Future research is recommended to conduct quantitative validation, comparative studies, and longitudinal research.

Keywords: *Intention to Stay, Organizational Commitment, Perceived Organizational Support, Textile Industry*