

## **ABSTRACT**

*Talent retention will lead an organization to achieve the goals that have been set. Talent retention is a means to increase motivation and talent commitment to demonstrate optimal competence and performance in talent management. The purpose of this study was to test and analyze the role of reinforcement of dignified behavior to develop a model of managing talent retention. Also, this study aims to explore the role of incentive packages, paternalistic leadership, and affective commitments holistically as an effort to increase talent retention. The research population was employees who held managerial positions of 200 companies that come with APINDO in Central Java, Indonesia. The results of the analysis using the Structural Equation Model show that Reinforcement of Dignified Behavior has a significant positive effect on Talent Retention and Affective Commitment. Meanwhile, the Incentive Package, apart from having a significant positive effect on Talent Retention, also affects Reinforcement of Dignified Behavior even though it is at a weak level. Regarding the role of Paternalistic Leadership, it is proven to have a significant positive effect on Reinforcement Of Dignified Behavior but does not affect Talent Retention. This study also found the role of Affective Commitment to Talent Retention, according to the hypothesis. The implications of the findings of this research is expected to provide to give input for organizations in making policies, especially those related to efforts to increase Talent Retention, which will lead to organizational excellence.*

*Keyword: Paternalistic Leadership, Talent Retention, Reinforcement of Dignified Behavior, Affective Commitment, Incentive Packages.*