

## **ABSTRACT**

*This thesis reports on a formal study of creativity theory that based on motivation and innovation that is believed to have effect on turnover intention. Object of research is work environment that is located in Jakarta as representative of Indonesia. This study was driven by importance of employee retention as valuable assets for organization in such competitive business world.*

*Primary purpose of this study was to examine the creative environment's effect on workers intent to turnover. It was designed to target garden-variety creativity workers in diverse organizations. Survey method was used to collect data from heterogeneous sample and analyze it with linier multiple regression model.*

*Multiple regression model analysis results pointed out low fit between the hypothesized model and the sample data. Results indicated a small significance between creative environment and intent to turnover.*

*Another findings from this study is relationship that shown between creative environment and turnover negative. This provides useful insights for leadership, job design, and enrichment practices.*

***Keywords: Employee turnover, Creativity, Creative environment***

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