

Pengaruh dimensi employer branding dengan moderasi self esteem terhadap intention to quit gen Y (Studi kasus pada industri jasa keuangan dan asuransi serta informasi dan komunikasi) = The influence of employer branding dimensions to intention to quit with self esteem moderation (Case study in financial services and insurance and information and communication industries)

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Abstrak

Penelitian ini bertujuan untuk menguji pengaruh dari dimensi employer branding terhadap intention to quit karyawan generasi Y dengan moderasi dari self-esteem. Penelitian ini menggunakan kuesioner employer branding milik Alniacik&Alniacik (2012), self-esteem milik Rosenberg (1965), dan intention to quit milik Hussain, Yunus, Ishak dan Daud (2013). Responden berasal dari karyawan full-time yang bekerja pada industri Jasa Keuangan dan Asuransi dan Informasi dan Komunikasi, data dianalisis lebih lanjut menggunakan moderated regression analysis (MRA).

Hasil dari penelitian ini adalah employer branding berpengaruh secara signifikan terhadap intention to quit dan interaksi antara employer branding dengan self-esteem memperkuat hubungan tersebut. Nilai sosial dan pasar dari employer branding merupakan dimensi yang signifikan mempengaruhi intention to quit, dan interaksi keduanya turut memperkuat dan memperlemah hubungan antara employer branding terhadap intention to quit generasi Y tersebut.

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This study aims to examine the impact of the dimensions of employer branding to employee intention to quit for the Y generation with the moderation of self-esteem. This study uses employer branding belonging to Alniacik & Alniacik (2012), self-esteem, belonging to Rosenberg (1965), and intention to quit belongs to Hussain, Jonah, Isaac and David (2013). Measuring instruments used in this study was a questionnaire distributed to respondents from full-time employees who work in the Insurance and Financial Services and Information and Communication industries, the data were analyzed further using moderated regression analysis (MRA).

The results of this study are employer branding proved significantly impact the intention to quit and the interaction between employer branding with self-esteem strengthen the relationship. sosial and market value of employer branding are the dimensions that significantly affect the intention to quit, and interactions between them both help strengthen and also weaken the relationship between employer branding to the intention to quit the Y generation.