

# Pengaruh Employer Branding dan Identifikasi Organisasi Terhadap Komitmen Organisasi Afektif dengan Keterlibatan Karyawan sebagai Mediator di Perusahaan Startup Teknologi Indonesia = Employer Branding and Organizational Identification Effect on Affective Commitment with Employee Engagement as the Mediator in Indonesian Technology Startup Abstract

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## Abstrak

Studi ini bertujuan untuk menyelidiki hubungan antara komitmen afektif organisasi, identifikasi organisasi dan employer branding, serta apakah employee engagement berfungsi sebagai faktor mediasi di antara keduanya. Keandalan dan validitas model telah diatasi melalui Confirmatory Factor Analysis. Structural Equation Modeling (SEM) telah digunakan untuk menentukan kontribusi employer branding melalui komitmen organisasional. Temuan menunjukkan bahwa aspek employer branding serta identifikasi organisasi merupakan prediktor penting dari komitmen afektif organisasi. Hasil penelitian juga menjelaskan peran employee engagement dalam perannya sebagai mediator. Studi ini menganalisis dampak dari employer branding dalam startup teknologi dari sudut pandang karyawan yang ada di negara berkembang seperti Indonesia.

.....This study aims to investigate the relationship between organizational commitment and various aspects of employer branding, as well as whether organizational identification functions as a mediating factor between the two. The reliability and validity of the model have been addressed through Confirmatory Factor Analysis. Structural Equation Modeling (SEM) has been used to determine the contribution of employer branding through organizational commitment. Findings indicate that developmental values, an aspect of employer branding, as well as organizational identification, are important predictors of affective organizational commitment. The research results also highlight the role of employee engagement as a mediator. This study analyzes the impact of employer branding in the technology startup businesses from the perspective of employees in developing countries like Indonesia.