

Pengaruh Employer Branding terhadap Employee Retention: Peran Mediasi Job Satisfaction, Organizational Identification, dan Career Development Pada Pekerja Industri Teknologi Jabodetabek = The Effect of Employer Branding on Employee Retention: The Mediating Role of Job Satisfaction, Organizational Identification, and Career Development in Jabodetabek Technology Industry Workers

Karina Pricilla, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920548181&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menginvestigasi pengaruh employer branding terhadap employee retention dengan peran mediasi job satisfaction, organizational identification, dan career development. Penelitian ini menggunakan metode kuantitatif dengan menggunakan survei kuesioner yang melibatkan 400 pekerja di perusahaan teknologi Jabodetabek. Pengolahan data dilakukan menggunakan Structural Equation Modeling (SEM) dengan software Lisrel 8.8 dan ditemukan bahwa employer branding memiliki pengaruh signifikan terhadap job satisfaction, organizational identification, dan career development. Namun, dari tiga mediasi yang digunakan, hanya satu yang berpengaruh signifikan, yaitu job satisfaction. Dengan demikian, penelitian ini menunjukkan bahwa meski employer branding berpengaruh positif terhadap variabel lainnya, hanya job satisfaction yang memiliki peran mediasi terhadap intensi karyawan untuk tetap bertahan di perusahaan teknologi Jabodetabek.

.....This study aims to investigate the effect of employer branding on employee retention with the mediating role of job satisfaction, organizational identification, and career development. This research uses a quantitative method using a questionnaire survey involving 400 workers in Jabodetabek technology companies. Data processing was carried out using Structural Equation Modeling (SEM) with Lisrel 8.8 software and it was found that employer branding has a significant influence on job satisfaction, organizational identification, and career development. However, of the three mediations used, only one had a significant effect, namely job satisfaction. Thus, this study shows that although employer branding has a positive effect on other variables, only job satisfaction has a mediating role on employee intention to stay in Jabodetabek technology companies.