

Analisis pengaruh employer brand perception terhadap perceived employee retention di moderasi oleh servant leadership: studi kasus: Hotel Grand Sahid Jaya = The effect of analysis of employer brand perception toward perceived employee retention moderated by servant leadership: case study: Hotel Grand Sahid Jaya DKI Jakarta

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Abstrak

ABSTRAK

Mempertahankan karyawan yang berharga selalu menjadi hal yang penting untuk organisasi, bahkan saat ini dibutuhkan lebih penting dalam pasar dimana sumber daya manusia tetap menjadi salah satu dari beberapa sumber yang dapat memberikan keuntungan kompetitif yang berkelanjutan. Penelitian ini bertujuan untuk menemukan keterkaitan antara Employer Brand Perception EBP , Servant Leadership SL dan Perceived Retensi Karyawan PER menggunakan data yang dikumpulkan dari 133 karyawan yang bekerja di Hotel Grand Sahid Jaya DKI Jakarta. Hasil penelitian ini menunjukkan bahwa perceived employee retention secara signifikan dipengaruhi oleh employer brand perception dan servant leadership. Sementara, servant leadership tidak memoderasi pengaruh antara perceived employee retention dan employer brand perception.

ABSTRACT

The retention of valuable employees has always been important to organizations, it takes on even more significance today in a marketplace where human capital remains one of the few resources that can provide a sustainable competitive advantage. This research study investigated the interrelationships among Employer Brand Perception EBP , Servant Leadership SL and Perceived Employee Retention PER using the data collected from 133 employees working in Hotel Grand Sahid Jaya DKI Jakarta. The results of this study showed that perceived employee retention is significantly affected by employer brand perception and servant leadership. Servant leadership does not moderate the effect of perceived employee retention and employer brand perception