

PENGARUH *EMPLOYER BRANDING* TERHADAP *EMPLOYEE RETENTION* DENGAN *EMPLOYEE ENGAGEMENT* SEBAGAI VARIABEL INTERVENING PADA PERUSAHAAN RITEL PT SUMBER ALFARIA TRIJAYA TBK DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *Employer Branding* terhadap *Employee Retention* dengan *Employee Engagement* sebagai variabel intervening pada perusahaan ritel PT Sumber Alfaria Trijaya Tbk. di Daerah Istimewa Yogyakarta. Dalam penelitian ini, metode pengambilan sampel yang digunakan adalah *simple random sampling* dengan sampel pada penelitian ini adalah sebanyak 100 responden. Teknik pengumpulan menggunakan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan yaitu menggunakan program IBM *Statistic 25*. Data dalam penelitian ini dinyatakan valid dan reliabel dilihat dari nilai signifikansi seluruh indikator variabel r hitung lebih besar dari r tabel dan nilai *Cronbach's Alpha* lebih besar dari 0,7. Hasil dari penelitian ini menunjukkan bahwa *Employer Branding* berpengaruh positif dan signifikan terhadap *Employee Retention* (H1), *Employer Branding* berpengaruh positif dan signifikan terhadap *Employee Engagement* (H2), *Employee Engagement* berpengaruh positif dan signifikan terhadap *Employee Retention* (H3), dan *Employer Branding* terhadap *Employee Retention* melalui *Employee Engagement* memiliki pengaruh memediasi secara parsial (H4). Secara parsial *Employer Branding*, *Employee Engagement*, dan *Employee Retention* memiliki nilai pengaruh secara langsung sebesar 0,204 dan pengaruh tidak langsung sebesar 0.0663.

Kata Kunci: *Employer Branding, Employee Retention, Employee Engagement*

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**THE INFLUENCE OF EMPLOYER BRANDING ON EMPLOYEE
RETENTION WITH EMPLOYEE ENGAGEMENT AS AN INTERVENING
VARIABLE IN RETAIL COMPANY PT SUMBER ALFARIA TRIJAYA TBK
IN DAERAH ISTIMEWA YOGYAKARTA**

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Abstract

This study aims to analyze the influence of Employer Branding on Employee Retention with Employee Engagement as intervening variable in the retail company PT Sumber Alfaria Trijaya Tbk. in Daerah Istimewa Yogyakarta. In this study, the sampling method used was simple random sampling with 100 respondents as the sample in this study. The collection technique uses the questionnaire method which has been tested for validity and reliability. The data analysis technique used IBM Statistic 25 program. The data in this study are valid and reliable, judging by the significance value of all variable indicators, r value more than r table and cronbach's alpha value more than 0.7. The results of this study indicate that employer branding has positive and significant effect on employee retention (H1), employer branding has positive and significant effect on employee engagement (H2), employee engagement has positive and significant effect on employee retention (H3), and employer branding has on employees retention through employee engagement has partially mediating effect (H4). Partially, employer branding, employee engagement, and employee retention have direct effect value of 0.204 and an indirect effect of 0.0663.

Keywords: *Employer Branding, Employee Retention, Employee Engagement*