

PENGARUH *EMPLOYER BRANDING* TERHADAP *TURNOVER INTENTION* DENGAN *EMPLOYEE ENGAGEMENT* SEBAGAI VARIABEL INTERVENING PADA KARYAWAN BANK BUMN DI PONOROGO

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *employer branding* terhadap *turnover intention* dengan *employee engagement* sebagai variabel intervening pada karyawan Bank BUMN di Ponorogo. Penelitian ini menggunakan teknik pengambilan sampel *purposive sampling* dengan jumlah 100 responden. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitas. Uji yang digunakan digunakan dalam penelitian ini adalah analisis deskriptif, uji instrumen (uji validitas dan uji reliabilitas), uji asumsi klasik (uji normalitas, uji linearitas, dan uji heteroskedastistas), koefisien determinasi, uji hipotesis (uji t) dan analisis jalur. Hasil penelitian ini menunjukkan bahwa, *employer branding* berpengaruh negatif terhadap *turnover intention*, *employer branding* berpengaruh positif terhadap *employee engagement*, *employee engagement* berpengaruh negatif terhadap *turnover intention*, dan *employee engagement* memediasi secara parsial hubungan antara *employer branding* dan *turnover intention*.

Kata Kunci: *Employer Branding, Turnover Intention, Employee Engagement*

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**THE INFLUENCE OF EMPLOYER BRANDING ON TURNOVER
INTENTION WITH EMPLOYEE ENGAGEMENT AS AN INTERVENING
VARIABLE ON BUMN BANK EMPLOYEES IN PONOROGO**

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Abstract

This study aims to analyze the effect of employer branding on turnover intention with employee engagement as an intervening variable on BUMN Bank employees in Ponorogo. This research uses purposive sampling technique with total of 100 respondents. Data collection techniques using questionnaires that have been tested for validity and reliability. The tests used in this study are descriptive analysis, instrument test (validity test and reliability test), classical assumption test (normality test, linearity test, and heteroscedasticity test), coefficient of determination, hypothesis test (t test) and path analysis. The results of this study indicate that, employer branding has negative effect on turnover intention, employer branding has positive effect on employee engagement, employee engagement has negative effect on turnover intention, and employee engagement partially mediates the relationship between employer branding and turnover intention.

Keywords: *Employer Branding, Turnover Intention, Employee Engagement*

