

ANALISIS *EMPLOYER BRANDING* DI PT ARMADA HADA GRAHA MAGELANG

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Abstrak

Penelitian ini bertujuan untuk menganalisis *Employer Branding* di PT Armada Hada Graha Magelang. Penelitian ini menggunakan metode deskriptif kuantitatif. Metode perolehan data primer penelitian ini menggunakan kuesioner yang diukur dengan skala likert dan telah diuji validitas dan reliabilitasnya. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan teknik sensus atau sampel total sejumlah 64 responden. Berdasarkan hasil penelitian secara keseluruhan, variabel *Employer Branding* memiliki rata-rata hitung sebesar 2,9 yang termasuk kategori setuju. Berdasarkan indikator Fungsional memiliki rata-rata hitung sebesar 3,26 yang termasuk kategori setuju. Berdasarkan indikator Ekonomis memiliki rata-rata hitung sebesar 3,38 yang termasuk kategori setuju. Berdasarkan indikator Psikologis memiliki rata-rata hitung sebesar 2,25, yang termasuk kategori tidak setuju.

Kata Kunci: *Employer Branding, Fungsional, Ekonomis, Psikologis*

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EMPLOYER BRANDING ANALYSIS AT PT ARMADA HADA GRAHA MAGELANG

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Abstract

This research aims to analyze Employer Branding at PT. Hada Graha Magelang Fleet. This research uses quantitative descriptive methods. The method for obtaining primary data in this research is a questionnaire which is measured using a Likert scale and has been tested for validity and reliability. The sampling technique used in this research was a census technique or a total sample of 64 respondents. Based on the overall research results, the Employer Branding variable has a calculated average of 2.9 which is included in the agree category. Based on the indicators, Functional has a calculated average of 3.26 which is included in the agree category. Based on the indicators, Economics has a calculated average of 3.38 which is included in the agree category. Based on indicators, Psychology has a calculated average of 2.25, which is included in the disagree category.

Keyword: *Employer Branding, Functional, Economic, Psychological*