

PENGARUH *DIVERSITY, EQUITY, DAN INCLUSION* TERHADAP *EMPLOYER BRANDING* PADA PERUSAHAAN BUMN

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *diversity, equity, dan inclusion* dalam manajemen sumber daya manusia terhadap *employer branding* pada perusahaan BUMN. Penelitian ini menggunakan teknik *simple random sampling* dengan responden sebanyak 118 pencari kerja. Data primer dikumpulkan dengan metode penyebaran kuesioner secara langsung melalui *Google Forms* yang telah diuji validitas dan reliabilitasnya. Analisis data dalam penelitian ini adalah analisis deskriptif, pengujian instrumen meliputi uji validitas dan reliabilitas, uji asumsi klasik meliputi normalitas, linearitas, heteroskedastisitas, dan multikolinearitas. Pengujian hipotesis dalam penelitian ini adalah uji t dan uji F. Koefisien determinasi digunakan untuk mengukur seberapa besar variabel bebas mempengaruhi variabel terikat. Teknik analisis data yang digunakan adalah regresi linier berganda dengan menggunakan *software IBM SPSS Statistic* versi 25. Hasil penelitian menunjukkan bahwa *diversity* berpengaruh negatif terhadap *employer branding*. *Equity* berpengaruh positif terhadap *employer branding*. *Inclusion* berpengaruh positif terhadap *employer branding*. Selanjutnya *diversity, equity, dan inclusion* secara bersama-sama berpengaruh positif terhadap *employer branding*.

Kata Kunci: *Diversity, Equity, Inclusion, Employer Branding*

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THE INFLUENCE OF DIVERSITY, EQUITY, AND INCLUSION ON EMPLOYER BRANDING AT BUMN COMPANY

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Abstract

This research aimed to analyze the influence of diversity, equity, and inclusion policies in human resource management on employer branding at a BUMN company. The study employed a simple random sampling technique with 118 job seekers as respondents. Primary data were collected by directly distributing questionnaires through Google Forms, which had been tested for validity and reliability. Data analysis in this study included descriptive analysis, instrument testing (validity and reliability tests), and classical assumption tests (normality, linearity, heteroscedasticity, and multicollinearity). Hypothesis testing in the research involved t-tests and F-tests. The coefficient of determination was used to measure the extent to which independent variables affected the dependent variable. The data analysis technique employed was multiple linear regression using IBM SPSS Statistics version 25 software. The results indicated that diversity had a negative influence on employer branding, while equity and inclusion had positive influences on employer branding. Furthermore, diversity, equity, and inclusion together had a positive influence on employer branding.

Keywords: *Diversity, Equity, Inclusion, Employer Branding*