

ABSTRAK

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“Pengaruh Internal Corporate Communication, Knowledge Sharing, Continuous Learning, Intrapreneurship, Terhadap Employer Branding Dimediasi Employee Engagement Pada Karyawan PT. XYZ”

(xiv + 109 halaman, 28 tabel, 5 gambar, 10 lampiran)

Penelitian ini menganalisis pengaruh internal corporate communication, knowledge sharing, continuous learning, dan intrapreneurship terhadap *employer branding* melalui *employee engagement* di PT XYZ bergerak di bidang manufaktur, impor, distribusi, dan logistik. Penelitian menggunakan pendekatan kuantitatif dan metode *total sampling*, sebanyak 98 responden dianalisis menggunakan SMARTPLS 4. Hasil penelitian menunjukkan bahwa *internal corporate communication*, *knowledge sharing*, *continuous learning*, dan *intrapreneurship* secara signifikan meningkatkan *employee engagement*. Selanjutnya, *employee engagement* terbukti berpengaruh positif terhadap *employer branding*, memperkuat citra perusahaan, menarik calon karyawan potensial, serta meningkatkan retensi talenta. Studi ini memberikan rekomendasi praktis dan kontribusi teoritis untuk strategi pengelolaan sumber daya manusia yang mendukung *employer branding* berbasis keterikatan karyawan.

Kata Kunci: *internal corporate communication, knowledge sharing, continuous learning, intrapreneurship, employee engagement, employer branding*

Referensi: 46 (1998-2024)

ABSTRACT

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“The Influence of Internal Corporate Communication, Knowledge Sharing, Continuous Learning, and Intrapreneurship on Employer Branding, Mediated by Employee Engagement Among Employees of PT. XYZ.”

(xiv + 109 pages, 28 tables, 5 figures, 10 appendices)

This study analyzes the influence of internal corporate communication, knowledge sharing, continuous learning, and intrapreneurship on employer branding through employee engagement at PT XYZ, a company engaged in manufacturing, import, distribution, and logistics. The research adopts a quantitative approach and total sampling method, with 98 respondents analyzed using SMARTPLS 4. The results indicate that internal corporate communication, knowledge sharing, continuous learning, and intrapreneurship significantly enhance employee engagement. Furthermore, employee engagement positively impacts employer branding, strengthening the company's image, attracting potential candidates, and increasing talent retention. This study provides practical recommendations and theoretical contributions for human resource management strategies that support employee engagement-based employer branding.

Keywords: internal corporate communication, knowledge sharing, continuous learning, intrapreneurship, employee engagement, employer branding

References: 46 (1998-2024)