

ABSTRAK

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PENGARUH *EMPLOYER BRANDING* TERHADAP *TALENT RETENTION* YANG DIMEDIASI OLEH *JOB SATISFACTION*, *EMPLOYEE ENGAGEMENT*, DAN *AFFECTIVE COMMITMENT* PADA KARYAWAN TETAP GENERASI MILENIAL DI UNIVERSITAS XYZ
xvi + 91 halaman; 26 tabel; 13 gambar; 8 lampiran)

Penelitian ini bertujuan untuk menganalisis pengaruh *employer branding* terhadap *turnover intention* dengan *Job Satisfaction*, *Employee Engagement*, dan *Affective Commitment* sebagai variabel mediasi. Penelitian ini melibatkan 99 karyawan Universitas XYZ dengan metode penelitian kuantitatif menggunakan *software* SmartPLS 4.0.9.2. Data dikumpulkan melalui kuesioner digital dan dianalisis menggunakan pendekatan *Partial Least Squares Structural Equation Modeling*. Hasil penelitian menunjukkan bahwa *employer branding* berpengaruh positif signifikan terhadap *Job Satisfaction* dan *Affective Commitment*. *Job Satisfaction* berpengaruh positif secara signifikan terhadap *Employee Engagement*, tetapi *Employee Engagement* tidak berpengaruh positif secara signifikan terhadap *Talent Retention*. Selain itu, *employer branding* juga berpengaruh positif langsung terhadap *Talent Retention*. *Job Satisfaction* berfungsi sebagai mediator dalam hubungan antara *employer branding* dan *Employee Engagement*, sementara *Employee Engagement* tidak memediasi hubungan antara *Job Satisfaction* dan *Talent Retention*. Implikasi dari penelitian ini menunjukkan pentingnya *employer branding* dalam meningkatkan *Job Satisfaction*, *Affective Commitment*, dan *Talent Retention*. Penelitian selanjutnya disarankan untuk mengeksplorasi variabel lain yang dapat mempengaruhi *Talent Retention* seperti *benefit*, kompensasi dan juga pengaruh rekan kerja.

Keywords: *Talent Retention, employer branding, Job Satisfaction, Affective Commitment, Employee Engagement.*

Referensi: 95 (2015-2025)

ABSTRACT

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THE INFLUENCE OF EMPLOYER BRANDING ON TALENT RETENTION MEDIATED BY JOB SATISFACTION, EMPLOYEE ENGAGEMENT, AND AFFECTIVE COMMITMENT AMONG MILLENNIAL PERMANENT EMPLOYEES AT XYZ UNIVERSITY

(xvi + 91 pages; 26 tabels; 13 figures; 8 appendices)

This study aims to analyze the influence of employer branding on turnover intention with Job Satisfaction, Employee Engagement, and Affective Commitment as mediating variables. This study involved 99 employees of the University of XYZ using a quantitative research method with the SmartPLS 4.0.9.2 software. Data were collected through digital questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The results show that employer branding has a significant positive effect on Job Satisfaction and Affective Commitment. Job Satisfaction has a significant positive effect on Employee Engagement, but Employee Engagement does not have a significant positive effect on Talent Retention. In addition, employer branding also has a direct positive effect on Talent Retention. Job Satisfaction serves as a mediator in the relationship between employer branding and Employee Engagement, while Employee Engagement does not mediate the relationship between Job Satisfaction and Talent Retention. The implications of this study indicate the importance of employer branding in increasing Job Satisfaction, Affective Commitment, and Talent Retention. Future research is suggested to explore other variables that can affect Talent Retention, such as benefits, compensation, and the influence of colleagues.

Keywords: *Talent Retention, employer branding, Job Satisfaction, Affective Commitment, Employee Engagement.*

References: 95 references (2015-2025)