

Pengaruh dimensi employer branding terhadap intention to apply studi kasus pada pt media antar kota harian poskota = Influence of employer branding dimension to intention to apply case study pt media antar kota harian pos kota

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Abstrak

Penelitian ini bertujuan untuk melihat pengaruh dimensi employer branding terhadap intention to apply di PT. Media Antar Kota. Untuk mengukur dimensi dalam employer branding peneliti menggunakan dimensi milik Alniacik & Alniacik dan dimensi intention to apply milik Bergman. Penelitian ini dilakukan dengan cara menyebarkan kuisioner kepada sejumlah responden dan dianalisis menggunakan regresi, t-test dan analysis of variance. Hasil penelitian menunjukkan bahwa ada pengaruh positif dan signifikan variabel employer branding terhadap intention to apply di PT. Media Antar Kota. Jika dianalisis berdasarkan dimensi, maka nilai manfaat dan nilai kerjasama merupakan dimensi yang berpengaruh secara signifikan, sedangkan dimensi nilai sosial, nilai lingkungan kerja, nilai pasar dan nilai ekonomi tidak berpengaruh secara signifikan. Berdasarkan jenis kelamin, terdapat perbedaan kepentingan dalam semua dimensi terkecuali nilai sosial. Sedangkan hasil uji berdasarkan tingkat pendidikan, tidak terdapat perbedaan kepentingan dalam dimensi employer branding.

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This study aimed to examine the effect of employer branding dimensions on intention to apply in PT. Media Antar Kota. The dimensions of employer branding research using dimensions belonging Alniacik & Alniacik and dimensions of intention to apply belonged to Bergman. The research was done by distributing questionnaires to 206 of respondents and analyzed using regression, t - test and analysis of variance. Research results shows that there is a positive and significant effect of variables on employer branding intention to apply at PT. Media Antar Kota. When analyzed based on the dimension, then the value of the benefits and value of cooperation is significantly influential dimension, whereas the dimensions of social value, the value of the work environment, market value and economic value is not significant. By sex, there are differences in the interests of all dimensions except social value. While the test results based on level of education, there was no difference in the dimensions of employer branding.