

Pengaruh internal brand management terhadap brand commitment, employee job satisfaction, dan intention to stay pada maskapai penerbangan x = The impact of internal brand management on brand commitment, employee job satisfaction, and intention to stay on x airlines

Siti Rahmah Muthia, author

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Abstrak

Internal Brand Management IBM bagian dari Employer Branding, untuk membangun value proposition yang bertujuan untuk mempertahankan karyawan potensial bagi perusahaan. Penelitian ini bertujuan mengetahui dampak IBM terhadap brand commitment, employee job satisfaction, dan intention to stay pada maskapai penerbangan X. Hipotesis diuji dengan menggunakan data yang dihimpun dari 131 karyawan maskapai penerbangan X dan diolah menggunakan metode Structural Equation Modelling SEM . Hasil penelitian menunjukkan IBM berpengaruh positif terhadap brand commitment, employee job satisfaction, dan intention to stay. Job satisfaction berpengaruh positif terhadap brand commitment. Job satisfaction dan brand commitment berpengaruh positif terhadap intention to stay.

.....Internal Brand Management IBM is a part of Employer Branding, to develop a value proposition for retaining potential employees for the Company. The aims of this study is to find out the impact of IBM to brand commitment, employee job satisfaction and intention to stay on an X Airlines Company. Hypotheses were tested using collected data from 131 employees of an X Airlines Company and were analyzed using Structural Equation Modelling SEM method. The result of this study reveals that IBM has a positive effect towards brand commitment, employee job satisfaction and intention to stay. Job satisfaction has a positive effect on brand commitment. Job satisfaction and brand commitment have a positive effect on intention to stay.