

Pengaruh Employer Brand Equity terhadap Turnover Intention: Mediasi Ganda Employee Engagement dan Organizational Trust di Perusahaan Teknologi Jabodetabek = The Effect of Employer Brand Equity on Turnover Intention: Dual Mediation of Employee Engagement and Organizational Trust in a Jabodetabek Technology Company

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Abstrak

Penelitian ini mengeksplorasi dampak employer brand equity terhadap turnover intention, dengan employee engagement dan organizational trust sebagai mediator potensial. Data dari 254 karyawan perusahaan teknologi di Jabodetabek dianalisis menggunakan metode CB-SEM dan CFA. Temuan menunjukkan bahwa meskipun employer brand equity berpengaruh positif terhadap employee engagement dan organizational trust, hal tersebut tidak signifikan dalam menurunkan turnover intention. Hal ini menunjukkan bahwa variabel-variabel tersebut mungkin tidak cukup untuk memediasi employer brand equity terhadap turnover intention karyawan.

.....This research explores the impact of employer brand equity on turnover intention, with employee commitment and organizational trust as potential mediators. Data from 254 tech company employees in Jabodetabek were analyzed using CB-SEM and CFA methods. Findings suggest that while employer brand equity positively influences employee engagement and organizational trust, it does not significantly lower turnover intention. This indicates that these variables may not sufficiently mediate the impact of employer brand equity on employee turnover intention.