

PENGARUH EMPLOYER BRANDING TERHADAP EMPLOYEE ENGAGEMENT DI GRUP CIPUTRA

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The purpose of this study is to analyze the affects of employer branding on employee engagement. A total of 158 employees were surveyed. This Study also investigate the influence of various factors employer branding in the sight of employees. Five different components of employer branding, namely, economic value, social value, development value, interest value and application value were measured to determine their respective influence on employer branding. The results indicated that there were strong positive employer branding on employee engagement and also show that perceived development value, economic value and social value have the most effect, while interest value statistically have insignificant effect to employee engagement.

Keyword: Employer Branding, Employer Attractiveness, Employee Engagement