

ABSTRACT

The study is an examination of the effect of employer branding on employee performance directly or through organizational commitment and moderated by organizational culture, a study of mechanics in the coal mining sector of X company in the Central Kalimantan working area. From the mechanic performance data of X company in 2023 to 2024, it was found that the work targets set by the company were very difficult to achieve. This identifies that the performance of mechanics is not good enough, so it can threaten the company's coal production level.

The population involved in this study were employees who had mechanical status totaling 149 employees. The sampling technique used a probability sampling approach with simple random sampling technique and data collection was carried out by distributing questionnaires to target respondents. Data analysis using PLS- SEM by the SmartPLS 4.0 application program.

The results found that employer branding has a significant positive effect both directly or through organizational commitment on employee performance and organizational culture is proven to moderate organizational commitment to employee performance.

Keywords: employer branding, employee performance, organizational commitment, organizational culture