

DAFTAR ISI

PENGESAHAN TESIS	iii
HALAMAN MOTTO	iv
<i>ABSTRACT</i>	v
ABSTRAK.....	vi
KATA PENGANTAR	vii
DAFTAR ISI.....	ix
DAFTAR TABEL.....	xii
DAFTAR GAMBAR	xiv
DAFTAR LAMPIRAN.....	xv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	13
1.3 Tujuan dan Kegunaan Penelitian.....	15
1.4 Sistematika Penulisan.....	16
BAB II TELAAH PUSTAKA DAN PENGEMBANGAN MODEL.....	18
2.1 Landasan Teori	18
2.1.1 Teori Pertukaran Sosial (<i>Social Exchange Theory</i>)	18
2.2 <i>Employee Retention</i>	20
2.2.1 Indikator <i>Employee Retention</i>	21
2.3 <i>Employer Branding</i>	21
2.3.1 Indikator <i>Employer Branding</i>	22
2.4 <i>Employee Engagement</i>	23
2.4.1 Dimensi dan Indikator <i>Employee Engagement</i>	25
2.5 Hubungan Antar Variabel	26
2.5.1 Pengaruh <i>Employer Branding</i> Terhadap <i>Employee Retention</i>	26
2.5.2 Pengaruh <i>Employer Branding</i> Terhadap <i>Employee Engagement</i>	27
2.5.3 Pengaruh <i>Employee Engagement</i> Terhadap <i>Employee Retention</i>	28
2.5.4 Peran Mediasi <i>Employee Engagement</i> Pada Pengaruh <i>Employer Branding</i> terhadap <i>Employee Retention</i>	29
2.6 Penelitian Terdahulu.....	31

2.7	Model Penelitian.....	38
2.8	Posisi Penelitian dibandingkan Penelitian Terdahulu	39
BAB III METODE PENELITIAN.....		40
3.1	Desain Penelitian	40
3.2	Jenis dan Sumber data	41
3.3	Populasi Dan Sampel.....	42
	3.3.1 Populasi	42
	3.3.2 Sampel.....	43
3.4	Instrumen Penelitian.....	43
3.5	Definisi Operasional.....	45
3.6	Metode Pengumpulan Data	47
	3.6.1 Studi Pustaka.....	47
	3.6.2 Kuesioner	47
3.7	Metode Analisis Data	48
3.8	Kriteria Evaluatif.....	49
	3.8.1 Evaluasi Model Pengukuran (<i>Outer Model</i>)	49
	3.8.2 Evaluasi Model Structural (<i>Inner Model</i>)	51
BAB IV HASIL DAN PEMBAHASAN		53
4.1	Gambaran Umum Objek Penelitian	53
	4.1.1 Visi dan Misi Rumah Sakit Madani Pekanbaru	53
	4.1.2 Struktur Organisasi RSUD Madani Kota Pekanbaru	55
4.2	Alur Pengumpulan Data	56
4.3	Gambaran Umum Responden Penelitian.....	57
	4.3.1 Karakteristik Responden Berdasarkan Jenis Kelamin	58
	4.3.2 Karakteristik Responden Berdasarkan Usia.....	59
	4.3.3 Karakteristik Responden Berdasarkan Tingkat Pendidikan.....	60
	4.3.4 Karakteristik Responden Berdasarkan Pemberian Tugas	61
	4.3.5 Karakteristik Responden Berdasarkan Lama Bekerja.....	62
4.4	Analisis Deskriptif.....	63
	4.4.1 Deskripsi Variabel <i>Employer Branding</i>	64
	4.4.2 Deskripsi Variabel <i>Employee Retention</i>	66
	4.4.3 Deskripsi Variabel <i>Employee Engagement</i>	68

4.5	Proses dan Hasil Analisis Statistik	70
4.5.1	<i>Embedded Two Stage Approach</i>	70
4.5.2	Evaluasi <i>Outer Model First-Order Constructs</i>	71
4.5.3	Evaluasi <i>Outer Model First-Order Constructs Final</i>	77
4.5.4	Evaluasi <i>Outer Model Second-Order Constructs</i>	82
4.5.5	Evaluasi <i>Inner Model Second-Order Constructs</i>	87
4.6	Pembahasan Hasil Penelitian.....	93
4.6.1	Pembahasan Pengaruh <i>Employer Branding</i> terhadap <i>Employee Retention</i>	93
4.6.2	Pembahasan Pengaruh <i>Employer Branding</i> terhadap <i>Employee Engagement</i>	95
4.6.3	Pembahasan Pengaruh <i>Employee Engagement</i> terhadap <i>Employee Retention</i>	97
4.6.4	Pembahasan <i>Employee Engagement</i> memediasi pengaruh <i>Employer Branding</i> terhadap <i>Employee Retention</i>	99
BAB V	PENUTUP	102
5.1	Kesimpulan.....	102
5.2	Implikasi Penelitian	105
5.3	Implikasi Manajerial.....	107
5.4	Keterbatasan Penelitian	111
5.5	Saran Penelitian Selanjutnya	112
DAFTAR PUSTAKA	113
LAMPIRAN	124



DAFTAR TABEL

Tabel 1. 1 Riset Gap Penelitian.....	4
Tabel 1. 2 Tabel Hasil Pra-Survei Retensi Pada Pegawai Honorer Generasi Z	11
Tabel 4. 1 Pengumpulan Data	57
Tabel 4. 2 Karakteristik Responden Berdasarkan Jenis Kelamin	58
Tabel 4. 3 Karakteristik Responden Berdasarkan Usia.....	59
Tabel 4. 4 Karakteristik Responden Berdasarkan Tingkat Pendidikan.....	60
Tabel 4. 5 Karakteristik Responden Berdasarkan Pemberian Tugas	62
Tabel 4. 6 Karakteristik Responden Berdasarkan Lama Bekrja	63
Tabel 4. 7 Data Statistik Deskriptif Variabel <i>Employer Branding</i>	65
Tabel 4. 8 Data Statistik Deskriptif Variabel <i>Employee Retention</i>	67
Tabel 4. 9 Data Statistik Deskriptif Variabel <i>Employee Engagement</i>	69
Tabel 4. 10 <i>Outer Loading Matrix First-Order Constructs</i>	73
Tabel 4. 11 <i>Average Variance Extracted (AVE) First-Order Constructs</i>	74
Tabel 4. 12 <i>Heterotrait-Monotrait Ratio (HTMT) First-Order Constructs</i>	75
Tabel 4. 13 <i>Cross loading First-Order Constructs</i>	76
Tabel 4. 14 <i>Outer loading First-Order Constructs Final</i>	78
Tabel 4. 15 <i>Average Variance Extracted (AVE) First-Order Constructs</i> <i>Final</i>	79
Tabel 4. 16 <i>Heterotrait-Monotrait Ratio (HTMT) First-Order Constructs</i> <i>Final</i>	80
Tabel 4. 17 Uji Reliabilitas <i>First-Order Constructs Final</i>	81
Tabel 4. 18 <i>Outer loading Second-Order Constructs</i>	83
Tabel 4. 19 <i>Average Variance Extracted (AVE) Second-Order Constructs</i>	84
Tabel 4. 20 <i>Heterotrait-Monotrait Ratio (HTMT) Second-Order Constructs</i> ...	84
Tabel 4. 21 <i>Fornell-larcker Second-Order Constructs</i>	85
Tabel 4. 22 Akar AVE dan Korelasi Variabel Laten <i>Second-Order</i> <i>Constructs</i>	86
Tabel 4. 23 Uji <i>Reliability Second-Order Constructs</i>	87
Tabel 4. 24 Nilai <i>R-Square</i>	89

Tabel 4. 25 <i>Path Coefficient (Direct effect)</i>	90
Tabel 4. 26 <i>Path Coefficient (Indirect effect)</i>	91
Tabel 4. 27 VAF (<i>Variance Accounted For</i>)	92
Tabel 5. 1 Implikasi Teoritis	105
Tabel 5. 2 Implikasi Manajerial	107



DAFTAR GAMBAR

Gambar 1. 1 Persentase Niat Resign Dari Pekerjaan	6
Gambar 1. 2 Tingkat Pengunduran Diri Pegawai Honorer Tahun 2023 dan 2024	9
Gambar 2. 1 Model Penelitian	38
Gambar 4. 1 Bagan Struktur organisasi RSUD Madani Kota Pekanbaru.....	55
Gambar 4. 2 Gambar Outer model First-Order Constructs.....	72
Gambar 4. 3 Model Outer Loading First Order Constructs Final.....	77
Gambar 4. 4 Outer model Second-Order Constructs	82
Gambar 4. 5 Output Inner Model.....	87



DAFTAR LAMPIRAN

Lampiran 1 Kuesioner Penelitian.....	124
Lampiran 2 Tabulasi Data Kuesioner	129
Lampiran 3 Hasil Olah Data Smart PLS.....	132
Lampiran 4 Dokumentasi.....	138
Lampiran 5 <i>Curriculum Vitae</i>	139

