

ABSTRACT

This study aims to examine the effect of employer branding on employee retention with employee engagement as a mediating variable among nurses at Roemani Muhammadiyah Hospital, Semarang. Employer branding is an organizational strategy to build a positive workplace image in order to attract and retain qualified employees.

This study employed a quantitative approach using a survey method. Data were collected through offline questionnaires distributed to permanent nurses who had worked for at least two years. The sampling technique used was purposive sampling with a total of 123 respondents. Data analysis was conducted using the Structural Equation Modeling Partial Least Squares (PLS) method.

The results show that employer branding has a positive and significant effect on employee engagement and employee retention. In addition, employee engagement has a positive and significant effect on employee retention and mediates the relationship between employer branding and employee retention. These findings indicate that strengthening employer branding can enhance employee engagement, which ultimately encourages employees to remain in the organization.

Keywords: *employer branding, employee engagement, employee retention.*

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