

ABSTRAK

Pada penelitian ini memiliki tujuan untuk menguji dan menganalisis pengaruh dimensi *employer branding* terhadap *turnover intention*, Studi pada Karyawan Milenial PT. Bank Rakyat Indonesia (Persero) Tbk. Dimensi *employer branding* meliputi *interest value*, *social value*, *economic value*, *development value* dan *application value*.

Penelitian ini menggunakan pendekatan kuantitatif dan menggunakan metode survei untuk mengumpulkan data. Survei dilakukan dengan menyebarkan kuesioner kepada karyawan milenial di BRI dengan status pegawai tetap. Jumlah responden sebanyak 100 responden. Metode analisis data menggunakan teknik analisis regresi untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa terdapat pengaruh negatif pada *social value* dan *application value* terhadap *turnover intention*.

Kata Kunci: *Employer Branding*, *Dimensi Employer Branding*, *Turnover Intention*

ABSTRACT

This study aims to examine and analyze the effect of the employer branding dimensions on turnover intention—a study on Millennial Employees of PT. Bank Rakyat Indonesia (Persero) Tbk. The employer branding dimensions include interest value, social value, economic value, development value, and application value.

This study employs a quantitative approach and surveys to collect data. The survey was accomplished by distributing questionnaires to millennial permanent employees at BRI. The study involves 100 respondents. The regression analysis technique was used to analyze the data, mainly to test the hypothesis. The results revealed a negative effect on the turnover intention on social value and application value.

Keywords: *Employer Branding, Dimensi Employer Branding, Turnover Intention*