

Peran *Employer Branding* terhadap Komitmen Organisasional Karyawan Gen Z dengan *Psychological Contract Fulfillment* sebagai Variabel Moderator

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Abstrak. Angkatan kerja usia Gen Z saat ini sudah mulai diakomodasi oleh berbagai perusahaan. Di Indonesia, Gen Z tercatat mendominasi sebagian besar penduduk. Karyawan Gen Z erat dikaitkan dengan perilaku berpindah-pindah tempat kerja dan *turnover* tinggi yang dianggap menunjukkan rendahnya komitmen. Padahal, komitmen organisasional karyawan memiliki pengaruh terhadap efektivitas organisasi. Penelitian ini bertujuan untuk mengetahui peran *employer branding* terhadap komitmen organisasional karyawan Gen Z dengan *psychological contract fulfillment* sebagai moderator. Partisipan penelitian ini sebanyak 196 dengan karakteristik usia 19-27 tahun dan minimal telah bekerja di perusahaan saat ini selama 1 tahun. Uji hipotesis dilakukan menggunakan analisis *hierarchical regression* dengan *software* Jamovi versi 2.2.5. Hasil penelitian menunjukkan bahwa *psychological contract fulfillment* tidak terbukti memoderasi peran *employer branding* terhadap komitmen organisasional. Namun, *employer branding* dan *psychological contract fulfillment*, baik secara parsial maupun bersama-sama, terbukti menjadi prediktor yang signifikan bagi komitmen organisasional.

Kata Kunci: *employer branding, komitmen organisasional, Gen Z, psychological contract fulfillment*

Abstract. *The Gen Z age workforce has now begun to be accommodated by various companies. In Indonesia, Gen Z is recorded to dominate most of the population. Gen Z employees are closely associated with job-hopping behavior and high turnover which is considered to indicate low commitment. In fact, employee organizational commitment has an influence on organizational effectiveness. This study aims to determine the role of employer branding on organizational commitment of Gen Z employees with psychological contract fulfillment as a moderator. The participants of this study were 196 with the characteristics of 19-27 years old and at least 1 year of working in the current company. Hypothesis testing was carried out using hierarchical regression analysis with Jamovi software version 2.2.5. The results showed that psychological contract fulfillment was not proven to moderate the role of employer branding on organizational commitment. However, employer branding and psychological contract fulfillment, both partially and simultaneously, proved to be significant predictors of organizational commitment.*

Keywords: *employer branding, organizational commitment, Gen Z, psychological contract fulfillment*