

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *employer branding* terhadap retensi karyawan dengan kontrak psikologis relasional sebagai variabel mediasi pada PT Bank AI. Dalam konteks persaingan industri perbankan yang semakin kompetitif, keberhasilan organisasi dalam mempertahankan karyawan menjadi faktor strategis yang menentukan keunggulan jangka panjang. *Employer branding* dipandang sebagai strategi penting dalam memperkuat loyalitas karyawan melalui pembentukan citra positif dan pengalaman kerja yang selaras dengan nilai-nilai organisasi.

Pendekatan yang digunakan adalah kuantitatif dengan metode survei terhadap karyawan tetap Bank AI dan data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan *Structural Equation Modeling (SEM)* dengan perangkat lunak *SmartPLS 4.0*. Hasil penelitian menunjukkan bahwa *employer branding* berpengaruh positif dan signifikan terhadap retensi karyawan, serta kontrak psikologis relasional secara signifikan memediasi hubungan tersebut. Temuan ini memperkuat *Social Exchange Theory* dan *Psychological Contract Theory*, yang menekankan pentingnya pertukaran sosial yang saling menguntungkan antara organisasi dan karyawan. Dalam konteks Bank AI, strategi *employer branding* yang kuat terbukti mampu membangun hubungan relasional yang berkelanjutan, meningkatkan loyalitas, dan menurunkan intensi keluar.

Kata kunci: employer branding, kontrak psikologis relasional, retensi karyawan, perbankan.

ABSTRACT

This study aims to analyze the influence of employer branding on employee retention with the relational psychological contract as a mediating variable at PT Bank AI. In the increasingly competitive banking industry, an organization's ability to retain employees has become a strategic factor in achieving long-term advantage. Employer branding is regarded as a crucial strategy for strengthening employee loyalty by shaping a positive image and creating work experiences aligned with organizational values.

A quantitative approach was employed using a survey method conducted among permanent employees of Bank AI. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM) with SmartPLS 4.0 software. The results reveal that employer branding has a positive and significant effect on employee retention, and that the relational psychological contract significantly mediates this relationship. These findings reinforce the Social Exchange Theory and Psychological Contract Theory, which emphasize the importance of mutually beneficial social exchanges between organizations and employees. In the context of Bank AI, a strong employer branding strategy has been proven to build sustainable relational connections, enhance employee loyalty, and reduce turnover intention.

Keywords: *employer branding, relational psychological contract, employee retention, banking industry*