

DAFTAR PUSTAKA

- Aaker, D.A. (1991). Managing Brand Equity: Captilizing on The Value of A Brand Name. New York: *The Free Press*
- Ambler, T. & Barrow, S. (1996). The Employer Brand. *The Journal of Brand Management*, 4 (3), 185-206
- Armstrong, M. (2006). A Handbook of Human Resources Management Practice 10th Edition. London: *Kogan Page*.
- Backhaus, K. & Tikoo, S. (2004). Conceptualizing and Researching Employer Branding. USA: *Emerald Group Publishing Limited*.
- Bakanauskiene, I., Bendaraviciene, R., & Krikstolaitis, R. (2011). Discovering an Employer Branding: Identifying Dimensions of Employer Attractiveness in University. *Management of Organizations: Systematic Research*, 59, 7-22. ISSN 1392-1142.
- Berthon, P., Ewing, M. & Hah, L. (2005). Dimension of Attractiveness in Employer Branding. *International Journal of Advertising*, 2005, 23(2).
- Brantley, M. E. & Coleman, C. (2001). Winning The Technology Talent War: A Manager's Guide to Recruiting and Retaining Tech Workers in a Dot-Com World. United States: McGraw-Hill.
- Brewster, C, Sparrow, PR & Harris, H. (2004).The role of the Human Resource Management Function in Internationalisation. *Human Resources and Employment Review*, 2(2), 68-75.
- Buren, V.A. (2012). Communication Tool for Employer Attractiveness Criteria in The Employer Branding Concept: An Explanatory Study. United States: University of Twente.
- Chambers, E. G., Foulon, M., Jones, H. H., Hankin, S. M., Michaels, E. G., (1998). The War for Talent. *The McKinsey Quarterly*, 3, 44-57.
- Chhabra N. L. & Sharma, S. (2014). Employer Branding: Strategy for Improving Employer Attractiveness. *International Journal of Organizational Analysis*, 22(1), 48-60.

- Cooper, D. R. & Schindler. (2011). *Business Research Methods* (Eleventh Edition). New York: McGrawHill.
- De Meuse, K. P. & Mlodzik, K. J. (2010). A Second Look at Generational Differencies in the Workforce: *Implication for HR and Talent Management*. Korn/Ferry Leadership and Talent Consulting, 33(2), 51-58.
- Gargiulo, S. (2012). Generation Y set to transform office line. CNN. Retrieved from <http://www.cnn.com/2012/08/20/business/generation-y-globaloffice-culture/>
- Groves, K.S. (2007). Integrating Leadership Development and Succession Planning Best Practices. *Journal of Management Development*. 26(3), 239-260.
- Highhouse, S., Lievens, F., & Sinar, E. F. (2003). Measuring Attraction to Organizations. *Educational and Psychological Measurement*, 63(6), 986-1001.
- Kuncoro, M. (2013). *Metode untuk Riset untuk Bisnis dan Ekonomi*, Yogyakarta.
- Kratz, H. (2013). *Maximizing Millennials: The Who, How, and Why of Managing Gen Y*. United States: University of North Carolina.
- Luntungan, I. P. (2014). Strategi Pengelolaan Gen Y di Industri Perbankan. *Jurnal Manajemen Teknologi* 13(2).
- Meier, J. (2010). Generation Y in the Workforce: Managerial Challenges. *The Journal of Human Resource and Adult Learning* 6(1): 68–78.
- Prasetyo, B., & Jannah, M., (2005). *Metode Penelitian Kuantitatif Teori dan Aplikasi*, Jakarta: PT. Raja Grafindo Persada.
- Rosethorn, H. (2009). *The Employer Brand*. Gowerb Publishing. Surrey. United Kingdom.
- Sehgal, K., & Malati, N. (2013). Employer Branding: A Potent Organizational Tool for Enhancing Competitive Advantage. *The IUP Journal of Brand Management*, 10(1), 51-65.
- Sekaran, U. & Bougie, R. (2009). *Research Methods for Business: A Skill Building Approach*. United Kingdom: John Wiley & Sons Ltd.
- Shahindra, T. (2007). *Talent Management*. Diakses pada tgl 18 November 2017, dari World Wide Web

- Smilansky, J. (2008). *Developing Executive Talent. Metode Efektif untuk Mengidentifikasi dan Mengembangkan Pemimpin dalam Perusahaan.* Diterjemahkan oleh Octa Melia Jalal. Jakarta: PPM.
- Smith, J. (2014). *Why Your Top Talent Is Leaving In 2014, And What It'll Take To Retain Them.* Diakses pada 23 November 2017, dari www.forbes.com
- Solnet, D., & Hood, A. (2008). Generation Y as Hospitality Employees: Framing a Research Agenda. *Journal of Hospitality and Tourism Management* 15:59–68.
- Turner, P. (2003). *Organisational Communication: The Role of the HR Professional* London:CIPD.