

ABSTRAK

Penulisan tugas akhir ini bertujuan untuk membahas pengaruh *employer brand* terhadap minat calon fixer (teknisi) di PT. Yoofix Digital Indonesia. Metode pengumpulan data yang digunakan adalah kuantitatif-deskriptif dengan cara menyebar kuesioner ke fixer yang pernah atau sedang bekerja di PT. Yoofix Digital Indonesia. Dari total 1346 populasi, kuesioner dikirimkan kepada 264 *fixer* dan mendapatkan jawaban dari 152 *fixer*, yang berarti *mendapat respon rate 58%*. Dengan confidence level 99%, dengan jumlah sample 152, berlaku standar eror pada angka 7.67% . Terdapat 6 indikator dalam kuesioner yang disebar, antara lain, *corporate reputation, understanding of brand awareness, organizational attractiveness, employer brand personality and organizational warmth, informativeness, dan word-of-mouth intentions*. Metode selanjutnya adalah melakukan wawancara dengan Adhitiyo Eka Mahaendra selaku penyelia dan *Chief Operating Officer* di PT. Yoofix Digital Indonesia. Data yang sudah didapat kemudian dideskripsikan dan dipadukan dengan teori-teori menurut ahli yang diambil dari berbagai sumber, seperti buku, buku elektronik, dan jurnal elektronik. Hasil penelitian menunjukkan bahwa *employer brand* ternyata tidak mempengaruhi minat calon fixer saat akan mendaftar di PT. Yoofix Digital Indonesia. Meskipun demikian, hasil penelitian menunjukkan bahwa PT. Yoofix Digital Indonesia memiliki reputasi yang baik.

Kata kunci: employer brand, brand awareness, fixer, PT. Yoofix Digital Indonesia

ABSTRACT

The final paper's primary purpose is to discuss the influence of employer brand on the interests of prospective fixers (technicians) at PT. Yoofix Digital Indonesia. The method of collecting data was quantitative-descriptive by distributing questionnaires to fixers who have worked or are currently working at PT. Yoofix Digital Indonesia. From a total of 1346 populations, questionnaires were sent to 264 fixers and received answers from 152 fixers, which means the response rate is 58%. With a confidence level of 99%, with a total sample of 152, an error standard of 7.67% applies. There are six indicators in the questionnaire distributed, precisely, corporate reputation, understanding of brand awareness, organizational attractiveness, employer brand personality, and organizational warmth, informativeness, and word-of-mouth intentions. The next method is conducting a direct interview with Adhitiyo Eka Mahaendra as a supervisor and Chief Operating Officer at PT. Yoofix Digital Indonesia. The data that has been obtained then described and combined with theories according to experts taken from various sources, such as books, electronic books, and electronic journals. The results showed that the employer brand did not affect prospective fixers' interests when they were going to register at PT. Yoofix Digital Indonesia. Nevertheless, the results of the study showed that PT. Yoofix Digital Indonesia has a good reputation.

Keywords: employer brand, brand awareness, fixer, PT. Yoofix Digital Indonesia