

EMPLOYEE ENGAGEMENT AS A MEDIATOR ON THE RELATIONSHIP BETWEEN EMPLOYER BRANDING AND DISCRETIONARY EFFORT

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ABSTRACT

The purpose of this research is to test the relationship between employer branding and discretionary effort via the mediate effect employee engagement. A survey was conducted with 73 Wisma MM UGM's employees. Hypothesis analysis was conducted with a mediation regression method which was initiated by Baron and Kenny (1986) processed using an IBM SPSS Statistics 16 program. The results indicated that there is a positive effect of employer branding on discretionary effort, employer branding on employee engagement, and employee engagement on discretionary effort. The result further indicated that there is a fully mediate effect of employer branding on discretionary effort through employee engagement.

Key Words: Employer Branding, Discretionary Effort, Employee Engagement

**PENGARUH *EMPLOYER BRANDING* TERHADAP *DISCRETIONARY EFFORT* DENGAN *EMPLOYEE ENGAGEMENT* SEBAGAI VARIABEL
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ABSTRAKSI

Tujuan penelitian ini adalah menguji pengaruh *employer branding* terhadap *discretionary effort* melalui *employee engagement*. Survey dilakukan pada 73 karyawan Wisma MM UGM. Pengujian hipotesis dilakukan dengan menggunakan metode regresi mediasi yang dikemukakan oleh Baron dan Kenny (1986) dan pengolahan data menggunakan program IBM SPSS Statistics 16. Hasil menunjukkan bahwa terdapat berpengaruh positif *employer branding* terhadap *discretionary effort*, *employer branding* terhadap *employee engagement*, dan *employee engagement* terhadap *discretionary effort*. Hasil lebih lanjut menunjukkan bahwa *employee engagement* memediasi penuh pengaruh *employer branding* terhadap *discretionary effort*.

Kata Kunci: *Employer Branding, Discretionary Effort, Employee Engagement*