

DAFTAR PUSTAKA

- Ahmad, N. A., & Daud, S. (2016). Engaging people with employer branding. *Procedia Economics and Finance*, 35, 690-698.
- Alves, P., Santos, V., Reis, I., Martinho, F., Martinho, D., Correia Sampaio, M., ... & Au-Yong-Oliveira, M. (2020). Strategic talent management: The impact of employer branding on the affective commitment of employees. *Sustainability*, 12(23), 9993.
- Ambler, T., & Barrow, S. (1996). The Employer Brand. *Journal Of Brand Management*. 4(3). 185–206.
- Annual Report PT Angkasa Pura I (Persero) Tahun 2020.
- Aruna, M., & Anitha, J. (2015). Employee retention enablers: Generation Y employees. *SCMS Journal of Indian Management*, 12(3), 94.
- Astuti, N. M. M. P., & Dharmadiaksa, I. B. (2014). Pengaruh Efektivitas Penerapan Sistem Informasi Akuntansi, Pemanfaatan dan Kesesuaian Tugas dengan Teknologi Informasi Terhadap Kinerja Karyawan. *E-Jurnal Akuntansi*, 9(2), 373-384.
- Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career development international*.
- Bangun, Wilson. 2012. "Manajemen Sumber Daya Manusia". Jakarta: Erlangga.
- Barrow, S., & Mosley, R. (2011). *The employer brand: Bringing the best of brand management to people at work*. John Wiley & Sons.
- Berthon, P., Ewing, M., & Hah, L. L. (2005). Captivating company: dimensions of attractiveness in employer branding. *International journal of advertising*, 24(2), 151-172.
- Biswas, M. (2013). Employer Branding: A Human Resource Strategy. See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/307599173>.

- Davies, G. (2008). Employer branding and its influence on managers. *European journal of Marketing*.
- Edwards, M. R. (2010). An integrative review of employer branding and OB theory. *Personnel review*, 39(1), 5-23.
- Elia, Iffa Elfrieda. 2015. The Identification of Organizational Attractiveness for Non-Profit Student Society. Skripsi tidak diterbitkan. *London: Coventry University Campus London, UK*.
- Ghozali, Imam. 2018. Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. *Badan Penerbit Universitas Diponegoro: Semarang*.
- Hartono. 2002. *Manajemen Sumber Daya Manusia*, Edisi kedua. PT Prehallindo. Jakarta.
- Hegar, B.K. 2007. Linking the Employment Value Proposition to Employee Engagement and Business Outcome: Preliminary Findings From a Linkage Research of Pilot Study. *Organization Development Journal*, (25), 121-132.
- Kusuma, T. C. (2017). *Penerapan Strategi Employer Branding Dan Employee Value Proposition Untuk Menciptakan Employee Engagement (Studi Pada PT Bank Central Asia Tbk)* (Doctoral dissertation, Universitas Brawijaya).
- Knox, S., & Freeman, C. (2006). Measuring and managing employer brand image in the service industry. *Journal of Marketing Management*, 22(7-8), 695-716.
- Kristianto, N. A., & Handoyo, S. (2020). Pengaruh Employer Branding terhadap Employee Retention dengan Employee Engagement sebagai Mediator. *Jurnal Psikologi: Media Ilmiah Psikologi*, 18(01).
- Kyndt, E., Dochy, F., Michielsen, M., & Moeyaert, B. (2009). Employee retention: Organisational and personal perspectives. *Vocations and Learning*, 2(3), 195-215.

- Latham, G. and Wexley, K. (1991) *Developing and Training Human Resources in Organization*. Harper Collins Publishers, New York.
- Lenagan, J.A. and dan Eisner, A.B. 2006. Employers of Choice and Competitive Advantage: The Proof is in the Pudding. *Organization, Culture, Communication and Conflict*, (10), 99-109
- Lew, E. B. (2009). Employer Branding Kelompok Usaha Bina Nusantara. *Jurnal Manajemen*. Binus University Repository.
- Lievens, F., Decaesteker, C., Coetsier, P., & Geirnaert, J. (2001). Organizational attractiveness for prospective applicants: A person–organisation fit perspective. *Applied Psychology*, 50(1), 30-51.
- Lievens, F., Van Hove, G., & Anseel, F. (2007). Organizational identity and employer image: Towards a unifying framework. *British Journal of Management*, 18, S45-S59.
- Lievens, F., & Highhouse, S. (2003). The relation of instrumental and symbolic attributes to a company's attractiveness as an employer. *Personnel psychology*, 56(1), 75-102.
- Lum, L., Kervin, J., Clark, K., Reid, F., & Sirola, W. (1998). Explaining nursing turnover intent: job satisfaction, pay satisfaction, or organizational commitment?. *Journal of Organizational Behavior: The International Journal of Industrial, Occupational and Organizational Psychology and Behavior*, 19(3), 305-320.
- Luthans, Fred. 2006. *Perilaku Organisasi Edisi Sepuluh*, (Alih Bahasa Yuwono, V.A, Dkk), Edisi Bahasa Indonesia.. Yogyakarta: Penerbit Andi.
- Malik, M. M., Sumardjo, M., & Fadila, A. (2021, August). Pengaruh Kepuasan Kerja, Beban Kerja dan Stres Kerja terhadap Turnover Intention Karyawan Millennial di Kecamatan Cileungsi Selama Masa Pandemi COVID-19. In *Prosiding BIEMA (Business Management, Economic, and Accounting National Seminar)* (Vol. 2, pp. 287-297).
- Manurung, A. R. S. (2018). *Pengaruh Employer Branding terhadap Turnover Intention dengan Employee Engagement sebagai Variabel Mediasi (Studi*

- Pada Karyawan Tetap Bank X BUMN Cabang Brawijaya Malang*) (Doctoral dissertation, Universitas Brawijaya).
- Martin, G., & Hetrick, S. (2006). *Corporate reputations, branding and people management: A strategic approach to HR*. Routledge.
- Mathis, Robert L Dan John H Jackson, 2006. *Manajemen Sumber Daya Manusia*. Jakarta : Salemba Empat.
- Mathis, R., Jackson, J. (2009). *Human Resource Management*. (12th Ed.).Mason, OH: Thomson South-Western.
- Mobley, W. H., Horner, S. O., & Hollingsworth, A. T. (1978). An evaluation of precursors of hospital employee turnover. *Journal of Applied psychology*, 63(4), 408.
- Mobley,W.H. 2011. *Pergantian Karyawan: Sebab, Akibat Dan Pengendaliannya*. Terjemahan. Jakarta: PT Pustaka Binaman Pressindo.
- Mouton, H., & Bussin, M. (2019). Effectiveness of employer branding on staff retention and compensation expectations. *South African Journal of Economic and Management Sciences*, 22(1), 1-8.
- Nastiti, F. N. K. (2018). *Pengaruh Employer Brand terhadap Turnover Intention dengan Organizational Commitment Sebagai Variabel Intervening (Survei pada Karyawan Tetap Kantor Pusat PT. Perkebunan Nusantara X Surabaya)* (Doctoral dissertation, Universitas Brawijaya).
- Ningtyas, S. (2014). *Pengaruh Employer Brand terhadap Turnover intentions dengan Organizational Commitment sebagai Variabel Intervening yang Dimoderasi oleh Employee Empowerment pada PT. Bank CIMB Niaga High End Commercial Banking Jawa Timur Area* (Doctoral dissertation, UNIVERSITAS AIRLANGGA).
- Purnama, D. R., & Mayliza, R. (2019). Pengaruh Employee Retention Terhadap Turnover Intention dan Kinerja Karyawan Pada PT. Bank Rakyat Indonesia Unit Lubuk Buaya Cabang Padang.

- Putra Ceasar, H. (2017). *PENGARUH EMPLOYEE RETENTION TERHADAP TURNOVER INTENTION DAN KINERJA KARYAWAN PADA PT. TELEKOMUNIKASI INDONESIA TBK DIVISI REGIONAL IV YOGYAKARTA* (Doctoral dissertation, UPN" Veteran" Yogyakarta).
- Rana, G., & Sharma, R. (2019). Assessing impact of employer branding on job engagement: A study of banking sector. *Emerging Economy Studies*, 5(1), 7-21.
- Ratnawati, D. P. D., & Subudi, M. (2018). Pengaruh Talent Management Terhadap Employee Retention Dengan Employee Engagement Sebagai Variabel Mediasi. *E-Jurnal Manajemen Unud*, 7(11), 6299-6325.
- Ristriandita, A. (2018). *Pengaruh Employer Branding terhadap Turnover Intention dengan Dimediasi Kepuasan Kerja (Studi pada Karyawan Tetap PT Angkasa Pura 1 [Persero] Kantor Cabang Bandar Udara Internasional Juanda)* (Doctoral dissertation, Universitas Brawijaya).
- Ruzkyhaq. (2016). *Employer Branding Pt. Citibank Indonesia Pada Kalangan Workforce Di Makassar*. Makassar: Universitas Hasanuddin.
- Sa'diyah, H., & Irawati, S. A. (2017). Pengaruh Employee Retention dan Turnover Intention terhadap Kinerja Karyawan Melalui Kepuasan Kerja pada Kospin Jasa Cabang Jawa Timur. *Competence: Journal of Management Studies*, 11(1).
- Senen, S. H., Sumiyati, S., & Masharyono, M. (2016, August). The effect of skill variety, task identity, task significance, autonomy and feedback on job performance. In *2016 Global Conference on Business, Management and Entrepreneurship* (pp. 585-588). Atlantis Press.
- Sokro, E. (2012). Impact of employer branding on employee attraction and retention. *European Journal of Business and Management*, 4(18), 164-173.
- Srimulyani, V. A. (2020). Talent Management dan Konsekuensinya terhadap Employee Engagement dan Employee Retention. *INOBISS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 3(4), 538-552.

- Stewart, A. (2020, March 20). Payscale. Retrieved Maret 23, 2021, from Payscale: <https://www.payscale.com/compensation-today/2020/03/turnover-during-the-coronavirus-crisis-4-reasons-employees-quit-and-how-stop-it>.
- Sugiyono, D. (2013). Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D.
- Suikkanen, E. 2010. How Does Employer Branding Increase Employee Retention?. *Metropolia University Of Applied Science, The University Of Lincoln*.
- Sumarni, M. (2011). Pengaruh employee retention terhadap turnover intention dan kinerja karyawan. *Akmenika Upy*, 8, 20-47.
- Sunyoto, D. (2013). Metodologi penelitian akuntansi. *Bandung: PT Refika Aditama Anggota Ikapi*.
- Susanti, A. (2018). *Pengaruh Employer Branding terhadap Employee Engagement, Kinerja dan Intention to Leave pada Karyawan PT Astra Honda Motor (Astra Motor Jombor) Kantor Cabang Yogyakarta* (Doctoral dissertation, STIE YKPN).
- Thompson, V. A. (1961). Hierarchy, Specialization and Organizational Conglict. *Administrative Science Quarterly*. March.
- Wahyuni, A. S., Zaika, Y., & Anwar, R. (2015). Analisis faktor-faktor yang mempengaruhi turnover intention (keinginan berpindah) karyawan pada perusahaan jasa konstruksi. *Rekayasa Sipil*, 8(2), 89-95.
- Widyantari, A. T. (2015). *Pengaruh Employer branding terhadap Discretionary Effort dengan Employee Engagement sebagai Variabel Mediasi* (Doctoral dissertation, Universitas Gadjah Mada).

LAMPIRAN

Lampiran 1 : Biodata**BIODATA****Identitas Diri**

Nama : Andi Anugrah Tenripada
 Tempat, Tanggal Lahir : Ujung Pandang, 12 Oktober 1999
 Jenis kelamin : Perempuan
 Alamat Rumah : Bumi Sudiang Permai Blok C No.8
 Telepon Rumah dan HP : 082191548454
 Alamat *E-mail* : nugraht99@gmail.com

Riwayat Pendidikan

2006 : TK. Hasanuddin
 2006 – 2012 : SDI. Tangkale II
 2012 – 2015 : SMP Negeri 36 Makassar
 2015 – 2018 : SMA Negeri 22 Makassar

Pengalaman Prestasi

2008 : Pramuka SDI Tangkale II
 2016 – 2017 : Ketua Kesekretariatan dan Entrepreneurship Osis
 2021 : Anggota Management Development IMMAJ
 2020 – 2021 : Bendahara Umum Ekowowits FC
 2021 : Magang staff Human Capital PT. Angkasa Pura I
 2021 : Kampus Mengajar Angkatan 2
 2021 – sekarang : Ketua Umum Ekowowits FC

Demikian biodata ini dibuat dengan sebenarnya.

Makassar, 1 Juni 2022

Andi Anugrah Tenripada

Lampiran 2 : Kuesioner

KUESIONER

Identitas Responden

1. Jenis Kelamin : Laki-laki Perempuan
2. Usia :Tahun
3. Pendidikan : Diploma / D3 Sarjana / S1
 Magister / S2 Doktor / S3

Cara Pengisian Kuesioner

1. Responden diharapkan membaca terlebih dahulu deskripsi masing – masing pernyataan sebelum memberikan jawaban
2. Responden dapat memberikan jawaban yang dianggap paling sesuai dengan memberikan tanda ceklis (v)
3. Setiap pernyataan hanya membutuhkan satu jawaban saja
4. Pada masing – masing pernyataan terdapat lima alternatif jawaban yang mengacu pada teknik skala Likert, yaitu:

Sangat Setuju	= 5
Setuju	= 4
Kurang Setuju	= 3
Tidak Setuju	= 2
Sangat Tidak Setuju	= 1
5. Data responden dan semua informasi yang diberikan akan dijamin kerahasiannya, oleh sebab itu dimohon untuk mengisi kuesioner dengan sebenarnya dan seobjekif mungkin
6. Setelah melakukan pengisian, mohon dikembalikan kepada yang menyerahkan kuesioner

5 4 3 2 1

EMPLOYER BRANDING					
1. Perusahaan memberikan kesempatan bagi karyawan					

untuk menerapkan keterampilan dan pengetahuan yang dimilikinya di tempat kerja					
2. Perusahaan memberikan pelatihan dan mentoring secara berkala kepada karyawan					
3. Perusahaan menawarkan gaji diatas rata – rata					
4. Perusahaan menawarkan paket promosi yang menarik					
5. Perusahaan memberikan jaminan keamanan kerja bagi para karyawan di tempat kerja					
6. Perusahaan memberikan prospek untuk berkarir kepada karyawan					
7. Perusahaan memberikan apresiasi kepada karyawan yang berprestasi di tempat kerja					
8. Saya merasa percaya diri bekerja di perusahaan ini					
9. Saya merasa bahagia bekerja di perusahaan ini					
10. Perusahaan memberikan peningkatan karir yang dapat menambah pengalaman dan kemampuan karyawan					
11. Saya merasa diapresiasi oleh manajemen perusahaan ini					
12. Perusahaan memberikan dukungan dan menciptakan tempat kerja yang menyenangkan					
13. Saya diberi kesempatan berkreaitivitas untuk menghasilkan inovasi produk dan jasa yang berkualitas tinggi					
14. Perusahaan memiliki lingkungan kerja yang menyenangkan dan ramah					
15. Karyawan memiliki hubungan yang baik antar koleganya					
16. Karyawan memiliki rekan kerja yang saling mendukung dan menyemangati					
EMPLOYEE RETENTION					
1. Perusahaan memiliki nilai dan budaya yang positif					
2. Perusahaan memiliki tujuan yang jelas					
3. Perusahaan mengelola para karyawan dengan baik					

(seperti memotivasi karyawan)					
4. Perusahaan memiliki keamanan kerja yang baik					
5. Perusahaan melakukan pelatihan kerja secara terus-menerus dan berkesinambungan					
6. Perusahaan melakukan pengembangan karir dan bimbingan kepada karyawan					
7. Perusahaan melakukan perencanaan karir (probabilitas)					
8. Saya memperoleh gaji dan tunjangan yang kompetitif di perusahaan ini					
9. Saya merasa penghargaan yang diterima sesuai dengan kinerja saya					
10. Saya mendapatkan penghargaan atas pekerjaan yang saya lakukan					
11. Perusahaan memberikan tunjangan dan bonus spesial kepada karyawan					
12. Saya merasa diberi tanggungjawab dan otonomi kerja atas tugas dan pekerjaan yang diberikan oleh perusahaan					
13. Perusahaan memberikan fleksibilitas kerja kepada karyawan					
14. Saya merasa kondisi kerja di perusahaan ini sangat baik					
15. Saya merasa ada kesinambungan antara kerja dan kehidupan pribadi					
16. Saya mendapatkan perlakuan adil / tidak diskriminatif dari perusahaan					
17. Saya mendapatkan dukungan dari supervisor / manajemen					
18. Saya menjalin hubungan yang baik dengan rekan kerja					
TURNOVER INTENTION					
1. Saya merasa tidak puas dengan pekerjaan saya di perusahaan ini					

2. Saya berpikir untuk keluar dari tempat kerja saya					
3. Saya berkeinginan untuk mencari pekerjaan pada perusahaan lain					
4. Saya mencoba mencari alternatif pekerjaan di luar perusahaan yang dirasa lebih baik					
5. Saya berniat keluar dari pekerjaan saya					

4	4	4	4	3	4	4	4	4	4	4	4	5	4	4	4	4	4	72
5	4	4	3	4	4	4	5	4	5	5	5	5	4	5	4	5	5	80
6	4	4	4	4	3	4	3	4	4	5	5	5	5	5	5	5	3	77
7	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
8	4	4	5	5	5	4	3	3	4	4	4	4	4	5	5	5	5	78
9	4	3	4	3	3	3	3	3	2	3	3	2	3	4	3	2	3	55
10	4	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	75
11	3	3	3	5	3	3	4	4	3	3	3	4	3	3	4	3	4	61
12	4	3	3	3	4	3	4	4	4	2	3	4	3	5	4	4	4	65
13	4	4	4	4	3	4	3	4	3	3	3	3	3	3	4	4	4	64
14	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	71
15	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	70
16	4	4	3	4	4	4	4	4	3	4	4	3	3	4	3	4	4	67
17	3	4	4	4	5	4	4	4	4	4	3	4	4	4	4	4	4	71
18	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	70
19	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	69
20	4	3	4	3	4	3	4	4	4	4	3	4	4	3	3	4	4	66
21	4	2	4	3	2	2	4	5	4	4	4	4	3	2	2	2	2	55
22	5	3	5	3	5	3	5	5	3	5	4	5	5	5	5	5	4	80
23	4	4	2	2	2	4	2	2	4	2	2	2	4	4	4	4	4	56
24	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	70
25	3	3	4	4	4	3	3	3	4	5	4	4	4	5	4	4	4	69
26	4	4	4	3	4	4	4	3	3	3	3	3	4	4	4	4	4	66
27	3	3	3	3	3	3	3	3	3	2	3	3	4	3	3	3	2	53
28	4	4	5	4	5	4	5	3	4	3	4	4	4	4	4	4	4	73
29	4	4	5	4	5	4	4	5	4	4	5	5	4	5	4	5	4	80
30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	71

Nomor	TURNOVER INTENTION (Y)					TOTAL Y
	Y.1	Y.2	Y.3	Y.4	Y.5	
1	4	4	5	5	3	21
2	4	4	4	4	4	20
3	4	4	4	5	4	21
4	4	4	4	4	4	20
5	4	5	5	4	3	21
6	5	5	5	5	4	24
7	4	4	4	4	3	19
8	5	5	5	5	4	24
9	3	2	3	4	4	16
10	4	4	4	4	4	20

11	4	3	4	4	3	18
12	4	4	4	5	2	19
13	4	4	4	4	4	20
14	4	4	4	4	4	20
15	4	4	4	4	4	20
16	3	4	4	4	4	19
17	4	4	4	4	4	20
18	4	4	4	4	4	20
19	3	4	4	4	3	18
20	3	4	4	4	3	18
21	2	2	2	4	4	14
22	5	5	5	5	5	25
23	4	4	4	5	2	19
24	4	4	4	4	4	20
25	4	4	4	4	4	20
26	4	4	4	4	4	20
27	3	3	2	2	3	13
28	4	4	4	5	4	21
29	4	5	5	5	4	23
30	4	4	4	4	3	19

Lampiran 4 : Deskriptif Variabel

		Statistics															EMPLOYERBRANDING	
		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	X1.11	X1.12	X1.13	X1.14	X1.15	X1.16	
N	Valid	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	Mean	4,40	4,17	4,03	4,00	4,30	4,20	4,07	4,20	4,23	4,07	3,97	4,13	4,07	4,10	4,23	4,20	66,37
	Std. Error of Mean	,091	,152	,131	,166	,128	,130	,151	,101	,092	,151	,140	,124	,117	,088	,079	,088	1,388
	Median	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	64,00
	Mode	4	4	4	4	4 ^a	4	4	4	4	4	4	4	4	4	4	4	64
	Std. Deviation	,498	,834	,718	,910	,702	,714	,828	,551	,504	,828	,765	,681	,640	,481	,430	,484	7,604
	Variance	,248	,695	,516	,828	,493	,510	,685	,303	,254	,685	,585	,464	,409	,231	,185	,234	57,826
	Range	1	3	3	3	2	2	3	2	2	3	3	2	3	2	1	2	29
	Minimum	4	2	2	2	3	3	2	3	3	2	2	3	2	3	4	3	51
	Maximum	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	80
	Sum	132	125	121	120	129	126	122	126	127	122	119	124	122	123	127	126	1991

a. Multiple modes exist. The smallest value is shown

Frequency Tabel

X1.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	18	60,0	60,0	60,0
	5	12	40,0	40,0	100,0
	Total	30	100,0	100,0	

X1.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	6,7	6,7	6,7
	3	2	6,7	6,7	13,3
	4	15	50,0	50,0	63,3
	5	11	36,7	36,7	100,0
	Total	30	100,0	100,0	

X1.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	3,3	3,3	3,3
	3	4	13,3	13,3	16,7
	4	18	60,0	60,0	76,7
	5	7	23,3	23,3	100,0
	Total	30	100,0	100,0	

X1.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	6,7	6,7	6,7
	3	6	20,0	20,0	26,7
	4	12	40,0	40,0	66,7
	5	10	33,3	33,3	100,0
	Total	30	100,0	100,0	

X1.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	4	13,3	13,3	13,3
	4	13	43,3	43,3	56,7
	5	13	43,3	43,3	100,0
	Total	30	100,0	100,0	

X1.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	16,7	16,7	16,7
	4	14	46,7	46,7	63,3

	5	11	36,7	36,7	100,0
	Total	30	100,0	100,0	

X1.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	3,3	3,3	3,3
	3	6	20,0	20,0	23,3
	4	13	43,3	43,3	66,7
	5	10	33,3	33,3	100,0
	Total	30	100,0	100,0	

X1.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	6,7	6,7	6,7
	4	20	66,7	66,7	73,3
	5	8	26,7	26,7	100,0
	Total	30	100,0	100,0	

X1.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	3,3	3,3	3,3
	4	21	70,0	70,0	73,3
	5	8	26,7	26,7	100,0
	Total	30	100,0	100,0	

X1.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	6,7	6,7	6,7
	3	3	10,0	10,0	16,7
	4	16	53,3	53,3	70,0
	5	9	30,0	30,0	100,0
	Total	30	100,0	100,0	

X1.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	3,3	3,3	3,3
	3	6	20,0	20,0	23,3
	4	16	53,3	53,3	76,7
	5	7	23,3	23,3	100,0
	Total	30	100,0	100,0	

X1.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	5	16,7	16,7	16,7

	4	16	53,3	53,3	70,0
	5	9	30,0	30,0	100,0
	Total	30	100,0	100,0	

X1.13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	3,3	3,3	3,3
	3	2	6,7	6,7	10,0
	4	21	70,0	70,0	80,0
	5	6	20,0	20,0	100,0
	Total	30	100,0	100,0	

X1.14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	2	6,7	6,7	6,7
	4	23	76,7	76,7	83,3
	5	5	16,7	16,7	100,0
	Total	30	100,0	100,0	

X1.15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	23	76,7	76,7	76,7
	5	7	23,3	23,3	100,0
	Total	30	100,0	100,0	

X1.16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	3,3	3,3	3,3
	4	22	73,3	73,3	76,7
	5	7	23,3	23,3	100,0
	Total	30	100,0	100,0	

EMPLOYERBRANDING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	51	2	6,7	6,7	6,7
	57	1	3,3	3,3	10,0
	58	1	3,3	3,3	13,3
	61	4	13,3	13,3	26,7
	62	1	3,3	3,3	30,0
	63	2	6,7	6,7	36,7
	64	5	16,7	16,7	53,3
	65	1	3,3	3,3	56,7
	69	2	6,7	6,7	63,3

70	2	6,7	6,7	70,0
72	2	6,7	6,7	76,7
74	3	10,0	10,0	86,7
75	1	3,3	3,3	90,0
78	1	3,3	3,3	93,3
80	2	6,7	6,7	100,0
Total	30	100,0	100,0	

		Statistics																		EMPLOYERRETENTIO
		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	X2.9	X2.10	X2.11	X2.12	X2.13	X2.14	X2.15	X2.16	X2.17	X2.18	N
N Valid		30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
Missing		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		4,30	4,37	4,10	4,10	4,07	3,90	3,90	4,03	3,93	3,70	3,80	4,00	3,97	4,07	3,97	4,07	4,13	4,27	72,67
Std. Error of Mean		,098	,089	,100	,121	,135	,139	,147	,148	,143	,153	,206	,136	,169	,126	,169	,143	,104	,117	1,774
Median		4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	4,00	72,00
Mode		4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	72
Std. Deviation		,535	,490	,548	,662	,740	,759	,803	,809	,785	,837	1,126	,743	,928	,691	,928	,785	,571	,640	9,718
Variance		,286	,240	,300	,438	,547	,576	,645	,654	,616	,700	1,269	,552	,861	,478	,861	,616	,326	,409	94,437
Range		2	1	2	3	3	3	3	3	3	3	4	3	4	3	4	3	2	3	43
Minimum		3	4	3	2	2	2	2	2	2	2	1	2	1	2	1	2	3	2	47
Maximum		5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	90
Sum		129	131	123	123	122	117	117	121	118	111	114	120	119	122	119	122	124	128	2180

Frequency Tabel

X2.1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	1	3,3	3,3	3,3
	4	19	63,3	63,3	66,7
	5	10	33,3	33,3	100,0
	Total	30	100,0	100,0	

X2.2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4	19	63,3	63,3	63,3
	5	11	36,7	36,7	100,0
	Total	30	100,0	100,0	

X2.3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	10,0	10,0	10,0
	4	21	70,0	70,0	80,0
	5	6	20,0	20,0	100,0
	Total	30	100,0	100,0	

X2.4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	3,3	3,3	3,3
	3	2	6,7	6,7	10,0
	4	20	66,7	66,7	76,7
	5	7	23,3	23,3	100,0
	Total	30	100,0	100,0	

X2.5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	3,3	3,3	3,3
	3	4	13,3	13,3	16,7
	4	17	56,7	56,7	73,3
	5	8	26,7	26,7	100,0
	Total	30	100,0	100,0	

X2.6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	6,7	6,7	6,7
	3	4	13,3	13,3	20,0
	4	19	63,3	63,3	83,3
	5	5	16,7	16,7	100,0
	Total	30	100,0	100,0	

X2.7

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	6,7	6,7	6,7
	3	5	16,7	16,7	23,3
	4	17	56,7	56,7	80,0
	5	6	20,0	20,0	100,0
	Total	30	100,0	100,0	

X2.8

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	6,7	6,7	6,7
	3	3	10,0	10,0	16,7
	4	17	56,7	56,7	73,3
	5	8	26,7	26,7	100,0
	Total	30	100,0	100,0	

X2.9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	6,7	6,7	6,7
	3	4	13,3	13,3	20,0
	4	18	60,0	60,0	80,0
	5	6	20,0	20,0	100,0
	Total	30	100,0	100,0	

X2.10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	3	10,0	10,0	10,0
	3	7	23,3	23,3	33,3
	4	16	53,3	53,3	86,7

	5	4	13,3	13,3	100,0
	Total	30	100,0	100,0	

X2.11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	2	6,7	6,7	6,7
	2	2	6,7	6,7	13,3
	3	4	13,3	13,3	26,7
	4	14	46,7	46,7	73,3
	5	8	26,7	26,7	100,0
	Total	30	100,0	100,0	

X2.12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	3,3	3,3	3,3
	3	5	16,7	16,7	20,0
	4	17	56,7	56,7	76,7
	5	7	23,3	23,3	100,0
	Total	30	100,0	100,0	

X2.13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	3,3	3,3	3,3
	2	2	6,7	6,7	10,0
	3	1	3,3	3,3	13,3
	4	19	63,3	63,3	76,7
	5	7	23,3	23,3	100,0
	Total	30	100,0	100,0	

X2.14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	3,3	3,3	3,3
	3	3	10,0	10,0	13,3
	4	19	63,3	63,3	76,7
	5	7	23,3	23,3	100,0
	Total	30	100,0	100,0	

X2.15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	3,3	3,3	3,3
	3	7	23,3	23,3	26,7
	4	13	43,3	43,3	70,0
	5	9	30,0	30,0	100,0
	Total	30	100,0	100,0	

X2.16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	3,3	3,3	3,3
	3	5	16,7	16,7	20,0
	4	15	50,0	50,0	70,0
	5	9	30,0	30,0	100,0
	Total	30	100,0	100,0	

X2.17

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	3	10,0	10,0	10,0
	4	20	66,7	66,7	76,7
	5	7	23,3	23,3	100,0
	Total	30	100,0	100,0	

X2.18

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	3,3	3,3	3,3
	4	19	63,3	63,3	66,7
	5	10	33,3	33,3	100,0
	Total	30	100,0	100,0	

EMPLOYERRETENTION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	47	1	3,3	3,3	3,3
	55	1	3,3	3,3	6,7
	58	1	3,3	3,3	10,0
	60	1	3,3	3,3	13,3
	65	1	3,3	3,3	16,7
	67	1	3,3	3,3	20,0
	69	3	10,0	10,0	30,0

70	1	3,3	3,3	33,3
71	1	3,3	3,3	36,7
72	8	26,7	26,7	63,3
74	1	3,3	3,3	66,7
77	1	3,3	3,3	70,0
78	2	6,7	6,7	76,7
82	1	3,3	3,3	80,0
83	2	6,7	6,7	86,7
84	1	3,3	3,3	90,0
87	1	3,3	3,3	93,3
88	1	3,3	3,3	96,7
90	1	3,3	3,3	100,0
Total	30	100,0	100,0	

Statistics

		Y1	Y2	Y3	Y4	Y5	TURNOVERINTENTION
N	Valid	30	30	30	30	30	30
	Missing	0	0	0	0	0	0
Mean		2,37	2,23	2,37	2,40	2,00	11,37
Std. Error of Mean		,189	,228	,242	,247	,220	1,036
Median		2,00	2,00	2,00	2,00	2,00	10,00
Mode		2	2	1	1	1	10
Std. Deviation		1,033	1,251	1,326	1,354	1,203	5,672
Variance		1,068	1,564	1,757	1,834	1,448	32,171
Range		4	4	4	4	4	18
Minimum		1	1	1	1	1	5
Maximum		5	5	5	5	5	23
Sum		71	67	71	72	60	341

Frequency tabel

Y1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6	20,0	20,0	20,0
	2	12	40,0	40,0	60,0
	3	8	26,7	26,7	86,7
	4	3	10,0	10,0	96,7
	5	1	3,3	3,3	100,0
Total		30	100,0	100,0	

Y2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	33,3	33,3	33,3
	2	11	36,7	36,7	70,0
	3	3	10,0	10,0	80,0
	4	4	13,3	13,3	93,3
	5	2	6,7	6,7	100,0
Total		30	100,0	100,0	

Y3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	33,3	33,3	33,3

2	9	30,0	30,0	63,3
3	3	10,0	10,0	73,3
4	6	20,0	20,0	93,3
5	2	6,7	6,7	100,0
Total	30	100,0	100,0	

Y4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	33,3	33,3	33,3
	2	8	26,7	26,7	60,0
	3	5	16,7	16,7	76,7
	4	4	13,3	13,3	90,0
	5	3	10,0	10,0	100,0
	Total	30	100,0	100,0	

Y5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	43,3	43,3	43,3
	2	10	33,3	33,3	76,7
	3	3	10,0	10,0	86,7
	4	2	6,7	6,7	93,3
	5	2	6,7	6,7	100,0
	Total	30	100,0	100,0	

TURNOVERINTENTION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5	6	20,0	20,0	20,0
	6	4	13,3	13,3	33,3
	10	8	26,7	26,7	60,0
	12	1	3,3	3,3	63,3
	13	1	3,3	3,3	66,7
	15	3	10,0	10,0	76,7
	16	1	3,3	3,3	80,0
	17	1	3,3	3,3	83,3
	18	1	3,3	3,3	86,7
	19	1	3,3	3,3	90,0
	22	2	6,7	6,7	96,7

23	1	3,3	3,3	100,0
Total	30	100,0	100,0	

Lampiran 5 : Data Uji Validitas

		Correlations																EM PLO YER BRA NDI NG (X1)
		X1 .1	X1 .2	X1 .3	X1 .4	X1 .5	X1 .6	X1 .7	X1 .8	X1 .9	X1 .0	X1 .1	X1 .2	X1 .3	X1 .4	X1 .5	X1 .6	X1 .7
X1.1	Pears on Correl ation	1	,4 01	,4 76	,5 82	,3 26	,2 84	,1 99	,4 87	,3 58	,4 12	,1 96	,4 12	,1 96	,2 55	,4 11	,1 03	,578 **
	Sig. (2- tailed)		,0 28	,0 08	,0 01	,0 79	,1 28	,2 91	,0 06	,0 52	,0 24	,2 99	,0 24	,2 99	,1 73	,0 24	,5 87	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.2	Pears on Correl ation	,4 01	1	,7 87	,7 05	,4 42	,3 52	,2 72	,4 42	,4 65	,1 25	- 0	,1 25	- 0	,1 56	,2 78	,0 69	,565 **
	Sig. (2- tailed)	,0 28		,0 00	,0 00	,0 15	,0 56	,1 46	,0 14	,0 10	,5 10	,8 57	,5 10	,8 57	,4 10	,1 37	,7 16	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.3	Pears on Correl ation	,4 76	,7 87	1	,7 75	,3 55	,4 18	,2 46	,4 57	,4 17	,2 41	- 0	,2 41	- 0	,1 85	,2 43	,0 82	,586 **
	Sig. (2- tailed)	,0 08	,0 00		,0 00	,0 54	,0 22	,1 91	,0 11	,0 22	,2 00	,8 31	,2 00	,8 31	,3 28	,1 96	,6 66	,001
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.4	Pears on Correl ation	,5 82	,7 05	,7 75	1	,4 41	,3 64	,4 01	,5 46	,4 93	,1 57	,1 11	,1 57	,1 11	,2 43	,3 11	,1 50	,655 **
	Sig. (2- tailed)	,0 08	,0 00	,0 00		,0 54	,0 22	,1 91	,0 11	,0 22	,2 00	,8 31	,2 00	,8 31	,3 28	,1 96	,6 66	,001

	Sig. (2-tailed)	,173	,410	,328	,195	,130	,001	,003	,008	,000	,008	,048	,008	,048		,003	,001	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.15	Pearson Correlation	,411	,278	,243	,311	,311	,509	,381	,601	,434	,587	,427	,587	,427	,518	1	,634	,709**
	Sig. (2-tailed)	,024	,137	,196	,095	,094	,004	,038	,000	,016	,001	,019	,001	,019	,003		,000	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X1.16	Pearson Correlation	,103	,069	,082	,150	,308	,714	,654	,654	,654	,338	,412	,338	,412	,563	,634	1	,663**
	Sig. (2-tailed)	,587	,716	,666	,430	,097	,000	,000	,000	,000	,068	,024	,068	,024	,001	,000		,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
EMPLOYER BRANDING (X1)	Pearson Correlation	,578	,565	,586	,655	,584	,757	,722	,876	,827	,632	,518	,632	,518	,664	,709	,663	1
	Sig. (2-tailed)	,001	,001	,001	,000	,001	,000	,000	,000	,000	,000	,003	,000	,003	,000	,000	,000	
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
*. Correlation is significant at the 0.05 level (2-tailed).																		
**. Correlation is significant at the 0.01 level (2-tailed).																		

	Sig. (2-tailed)	,8 12	,1 12	,7 25	,5 70	,1 67	,1 12	,2 96	,4 41		,0 28	,0 08	,0 01	,0 79	,1 28	,2 91	,0 06	,0 52	,6 25	,00 4
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.10	Pearson Correlation	,2 43	,1 49	,3 32	,3 38	,3 74	,1 49	,3 13	,4 78	,4 01	1	,7 87	,7 05	,4 42	,3 52	,2 72	,4 42	,4 65	,0 77	,71 0**
	Sig. (2-tailed)	,1 96	,4 32	,0 73	,0 68	,0 42	,4 32	,0 92	,0 08	,0 28		,0 00	,0 00	,0 15	,0 56	,1 46	,0 14	,0 10	,6 86	,00 0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.11	Pearson Correlation	,2 88	,2 65	,3 32	,4 01	,3 85	,2 65	,3 71	,4 94	,4 76	,7 87	1	,7 75	,3 55	,4 18	,2 46	,4 57	,4 17	,0 26	,74 3**
	Sig. (2-tailed)	,1 23	,1 57	,0 73	,0 28	,0 36	,1 57	,0 43	,0 06	,0 08	,0 00		,0 00	,0 54	,0 22	,1 91	,0 11	,0 22	,8 91	,00 0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.12	Pearson Correlation	,1 96	,1 07	,3 62	,3 39	,4 71	,1 07	,5 15	,6 35	,5 82	,7 05	,7 75	1	,4 41	,3 64	,4 01	,5 46	,4 93	,0 28	,78 1**
	Sig. (2-tailed)	,2 98	,5 73	,0 49	,0 67	,0 09	,5 73	,0 04	,0 00	,0 01	,0 00	,0 00		,0 15	,0 48	,0 28	,0 02	,0 06	,8 84	,00 0
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.13	Pearson Correlation	,2 40	,1 84	,1 49	- 1	,3 45	,1 84	,2 54	,1 09	,3 26	,4 42	,3 55	,4 41	1	,5 11	,5 25	,5 77	,5 15	,0 76	,56 7**
	Sig. (2-tailed)	,2 02	,3 30	,4 33	,4 51	,0 62	,3 30	,1 75	,5 66	,0 79	,0 15	,0 54	,0 15		,0 04	,0 03	,0 01	,0 04	,6 89	,00 1
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.14	Pearson Correlation	,2 55	,3 13	,1 50	,1 24	,5 71	,3 13	,0 94	- 0	,2 84	,3 52	,4 18	,3 64	,5 11	1	,6 87	,7 18	,7 74	,4 75	,69 7**
	Sig. (2-tailed)	,2 02	,3 30	,4 33	,4 51	,0 62	,3 30	,1 75	,5 66	,0 79	,0 15	,0 54	,0 15		,0 04	,0 03	,0 01	,0 04	,6 89	,00 1

	Sig. (2-tailed)	,174	,093	,427	,513	,001	,093	,622	,825	,128	,056	,022	,048	,004		,000	,000	,000	,008	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.15	Pearson Correlation	,218	,468	,205	,276	,446	,468	,005	- ,066	,199	,272	,246	,401	,525	,687	1	,753	,774	,440	,680**
	Sig. (2-tailed)	,247	,009	,277	,139	,013	,009	,979	,729	,291	,146	,191	,028	,003	,000		,000	,000	,015	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.16	Pearson Correlation	,346	,585	,228	,256	,576	,585	,182	,130	,487	,442	,457	,446	,577	,518	,753	,771	,871	,437	,854**
	Sig. (2-tailed)	,061	,001	,225	,172	,001	,001	,335	,493	,006	,014	,011	,002	,001	,000	,000		,000	,016	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.17	Pearson Correlation	,370	,468	,200	,313	,584	,468	,213	,159	,358	,465	,417	,493	,515	,774	,774	,871	1	,472	,835**
	Sig. (2-tailed)	,044	,009	,290	,092	,001	,009	,258	,401	,052	,010	,022	,006	,004	,000	,000	,000		,009	,000
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
X2.18	Pearson Correlation	,139	,284	- ,008	- ,014	,421	,284	,009	- ,053	,093	,077	,026	,028	,076	,475	,440	,437	,472	1	,378*
	Sig. (2-tailed)	,464	,128	,967	,942	,021	,128	,964	,178	,625	,686	,891	,884	,689	,008	,015	,016	,009		,039
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
EMPLOYEERETENTION	Pearson Correlation	,384	,501	,434	,412	,735	,501	,450	,380	,509	,710	,743	,781	,567	,697	,680	,854	,835	,378	1

(X2)	Sig. (2- tailed)	,0 36	,0 05	,0 16	,0 24	,0 00	,0 05	,0 13	,0 39	,0 04	,0 00	,0 00	,0 00	,0 01	,0 00	,0 00	,0 00	,0 00	,0 39		
	N	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30	30
*. Correlation is significant at the 0.05 level (2-tailed).																					
**. Correlation is significant at the 0.01 level (2-tailed).																					

Correlations							
		Y.1	Y.2	Y.3	Y.4	Y.5	TURNOVE R INTENTIO N (Y)
Y.1	Pearson Correlation	1	,753**	,774**	,520**	,208	,865**
	Sig. (2-tailed)		,000	,000	,003	,271	,000
	N	30	30	30	30	30	30
Y.2	Pearson Correlation	,753**	1	,871**	,478**	,117	,867**
	Sig. (2-tailed)	,000		,000	,008	,537	,000
	N	30	30	30	30	30	30
Y.3	Pearson Correlation	,774**	,871**	1	,672**	,098	,915**
	Sig. (2-tailed)	,000	,000		,000	,606	,000
	N	30	30	30	30	30	30
Y.4	Pearson Correlation	,520**	,478**	,672**	1	,047	,715**
	Sig. (2-tailed)	,003	,008	,000		,807	,000
	N	30	30	30	30	30	30
Y.5	Pearson Correlation	,208	,117	,098	,047	1	,388*
	Sig. (2-tailed)	,271	,537	,606	,807		,034
	N	30	30	30	30	30	30
TURNOVER INTENTION (Y)	Pearson Correlation	,865**	,867**	,915**	,715**	,388*	1
	Sig. (2-tailed)	,000	,000	,000	,000	,034	
	N	30	30	30	30	30	30
**. Correlation is significant at the 0.01 level (2-tailed).							
*. Correlation is significant at the 0.05 level (2-tailed).							

Lampiran 6 : Uji Reliabilitas

Reliability Statistics	
Cronbach's Alpha	N of Items
,909	16

Reliability Statistics	
Cronbach's Alpha	N of Items
,890	18

Reliability Statistics	
Cronbach's Alpha	N of Items
,808	5

Lampiran 7 : Hasil Uji Regresi Berganda

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	EMPLOYEE RETENTION (X2), EMPLOYER BRANDING (X1) ^b		Enter
a. Dependent Variable: TURNOVER INTENTION (Y)			
b. All requested variables entered.			

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,902 ^a	,814	,800	1,132	2,495
a. Predictors: (Constant), EMPLOYEE RETENTION (X2), EMPLOYER BRANDING (X1)					
b. Dependent Variable: TURNOVER INTENTION (Y)					

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151,271	2	75,636	59,029	,000 ^b
	Residual	34,596	27	1,281		
	Total	185,867	29			
a. Dependent Variable: TURNOVER INTENTION (Y)						
b. Predictors: (Constant), EMPLOYEE RETENTION (X2), EMPLOYER BRANDING (X1)						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1,907	2,021		-,944	,354		

EMPLOYER BRANDING (X1)	,215	,067	,587	3,204	,003	,205	4,874
EMPLOYEE RETENTION (X2)	,117	,064	,338	1,847	,076	,205	4,874
a. Dependent Variable: TURNOVER INTENTION (Y)							



