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LAMPIRAN

Lampiran 1. Kuesioner Penelitian

Kepada Yang Terhormat

Bapak/Ibu/Sdr(i)

Di Tempat.

Perihal: Permohonan Pengisian Kuesioner Penelitian

Dengan Hormat,

Sebelumnya saya mengucapkan terima kasih sebanyak – banyaknya atas kesedian anda mengisi kuesioner ini.

Kuesioner ini merupakan bagian dari proses pengumpulan data untuk keperluan penyelesaian tugas akhir Program Doctor Ilmu Ekonomi Universitas Hasanuddin Makassar dengan judul “**PENGARUH RETENSI TALENTA, KETERLIBATAN KARYAWAN TERHADAP KINERJA KARYAWAN MELALUI BRANDING KARYAWAN DAN KEPUASAN KERJA**” (Studi Pada Perusahaan Otomotif Kota Tangerang).

Jawaban yang anda berikan tidak akan dinilai dengan benar atau salah dan tidak akan berpengaruh terhadap penilaian kinerja bapak/Ibu/Saudara/I ditempat anda bekerja. Data yang diperoleh akan kami rahasiakan dan tidak akan kami sebarluaskan karna hanya akan digunakan untuk keperluan penelitian, sesuai etika penelitian.

Peneliti memohon maaf apabila ada yang tidak berkenan dengan hadirnya kuesioner ini. Atas kerjasama dan kesediaan Bapak/Ibu dan saudara/I, peneliti mengucapkan terima kasih.

Peneliti

LIA DAHLIA

Bagian I

Data Responden

- Nama Instansi :
- Nama Responden :
- Jenis Kelamin : Pria / Wanita
- Latar Belakang Pendidikan :
- a. Ekonomi/Akuntansi/Manajemen
 - b. Hukum
 - c. Sosial
 - d. Lainnya
- Pendidikan Terakhir :
- a. SLTA/Diploma(D3)
 - b. Strata 1 (Sarjana)
 - c. Strata 2 (Magister)
 - d. Strata 3 (Doktor)
- Lama Bekerja :
- a. 1 – 5 tahun
 - b. 6 - 10 tahun
 - c. > 10 tahun
- Usia :
- a. 20 – 30 tahun
 - b. 31 – 40 tahun
 - c. 40 – 50 tahun
 - d. > 50 tahun

Bagian II

Petunjuk Pengisian:

Di bawah ini terdapat sejumlah pertanyaan / pernyataan tentang Pengaruh Retensi Talenta, Keterlibatan Karyawan, Terhadap Kinerja Karyawan Melalui Employer Branding dan Kepuasan Kerja

1. Mohon dengan hormat bantuan dan kesedian Bapak / Ibu untuk menjawab seluruh Pertanyaan yang ada.
2. Di harapkan jawab yang diberikan berdasarkan kondisi objektif.
3. Kerahasiaan identitas bapak / ibu akan di jamin keberadaannya.
4. Berilah tanda (√) pada pernyataan dibawah ini yang sesuai dengan apa yang bapak/ibu rasakan terkait pernyataan – pernyataan berikut. Adapun kriteria dari pernyataan dibawah ini adalah sebagai berikut:

Pernyataan		Nilai / Skor
Sangat Setuju	(SS)	5
Setuju	(S)	4
Kurang Setuju	(KS)	3
Tidak Setuju	(TS)	2
Sangat Tidak Setuju	(STS)	1

1. RETENSI TALENTA (TALENT RETENTION)

No.	Pernyataan	STS	TS	N	S	SS
Rekrutmen (X2.1)						
1.	Prosedur rekrutmen di perusahaan saya sangat jelas dan pasti					
2.	Prosedur rekrutmen sesuai dengan jurusan dan keahlian calon karyawan					
3.	Perusahaan merekrut karyawan melalui sumber eksternal (iklan, outsourcing, dsb).					
Pelatihan (X2.2)						
4.	Perusahaan sering memberikan pelatihan kepada karyawan					
5.	Pelatihan yang di selenggarakan oleh perusahaan memiliki sasaran yang jelas dan berdasarkan analisa kebutuhan yang dapat meningkatkan keterampilan karyawan.					
6.	Materi yang disampaikan dalam pelatihan dapat menambah pengetahuan peserta pelatihan, sehingga sesuai dengan tujuan yang ingin dicapai oleh perusahaan.					
7.	Peserta pelatihan dipilih melalui seleksi yang objektif oleh perusahaan.					
Dukungan Sumber Daya (X.2.3)						
8.	Saya memperoleh penilaian yang adil terhadap kontribusi saya dalam bekerja.					
9.	Atasan memberikan arahan yang jelas ketika ada tugas yang harus diselesaikan, serta memberikan feesback/evaluasi atas kinerja saya.					
10.	Perusahan saya memberikan jaminan kesehatan dan jaminan hari tua (jaminan tenaga kerja).					
Pengembangan Keterampilan (X.2.4)						
11.	Program pengembangan keterampilan karyawan meningkatkan keahlian kerja saya pada pekerjaan saya saat ini					
12.	Ditinjau dari aspek keterampilan, maka tujuan pelatihan yang pernah diikuti karyawan dapat meningkatkan partisipasi karyawan dalam volum pekerjaan untuk mengejar target.					

13.	Program pengembangan karyawan memberikan saya kualifikasi yang mungkin akan meningkatkan karir saya.					
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2. KETERLIBATAN KARYAWAN (EMPLOYEE ENGAGEMENT)

No.	Pernyataan	STS	TS	N	S	SS
Aspek Vigor (X3.1)						
1.	Saya senantiasa berusaha memaksimalkan kinerja saya, jika gagal saya kembali memperbaikinya.					
2.	Hari ini kinerja saya harus lebih baik dari kemarin					
3.	Kegagalan adalah hal yang sudah biasa bagi saya, dan saya tidak putus asa ketina hasil kerja saya di tolak.					
Aspek Dedication (X3.2)						
4.	Pekerjaan yang saya jalani memiliki tujuan yang jelas, dan memberikan pengalaman berharga dalam hidup saya.					
5.	Tiap harinya saya merasa antusias ketika berangkat kerja, dan saya senang jika ada pekerjaan yang menantang.					
6.	Saya merasa bangga mengakui saya bekerja di perusahaan ini.					
Aspek Absorption (X3.3)						
7.	Ketika saya mulai bekerja, saya melupakan masalah saya di luar pekerjaan saya.					
8.	Pekerjaan ini sesuai dengan minat saya sejak dulu, dan saya sangat sulit untuk melepaskannya.					
9.	Ketika berada di kantor, waktu terasa berlalu begitu cepat.					

3. **BRANDING EMPLOYER (Y1)**

NO.	Pernyataan	STS	TS	N	S	SS
Interest Value (Nilai Ketertarikan) (Y1.1)						
1.	Perusahaan selalu memiliki diversifikasi produk yang bervariasi					
2.	Perusahaan memiliki nilai-nilai yang dapat mendukung kreativitas karyawan					
3.	Perusahaan melakukan praktek-praktek kerja yang baru.					
Social Value (Nilai Sosial) (Y1.2)						
4.	Perusahaan selalu menjaga hubungan baik antar karyawan dengan atasan					
5.	Rekan kerja saya saling mendukung secara team work.					
6.	Lingkungan tempat kerja saya sangat kondusif					
Economic Value (Nilai Ekonomi) (Y1.3)						
7.	Perusahaan memberi paket kompensasi yang menarik, diatas standar UMR, jika penjualan melebihi target.					
Development Value (Nilai Pengembangan) (Y1.4)						
8.	Bekerja diperusahaan ini dapat meningkatkan rasa percaya diri saya					
9.	Bekerja di perusahaan ini membuat saya merasa lebih baik dan merasa tertantang untuk bekerja lebih baik.					
Application Value (Nilai Manfaat) (Y1.5)						
10.	Perusahaan selalu memberikan kesempatan untuk membagi apa yang telah saya ketahui kepada rekan kerja.					
11.	Perusahaan tempat saya bekerja memberikan manfaat berupa kepercayaan dari pelanggannya.					

4. **KEPUASAN KERJA (JOB STISFACTION) (Y2)**

NO.	Pernyataan	STS	TS	N	S	SS
Pekerjaan itu sendiri (Y2.1)						
1.	Saya merasa lebih puas terhadap kemampuan saya menyelesaikan pekerjaan dengan baik.					
2.	Saya merasa senang dengan tingkat tanggung jawab dalam pekerjaan saya					

Kepuasan Dengan Atasan (Y2.2)						
3.	Atasan tempat saya bekerja selalu memberikan dukungan kepada saya.					
4.	Saya senang dengan atasan yang dapat memotivasi karyawannya, serta mau mendengarkan saran, kritik, dan pendapat bawahannya.					
Hubungan dengan rekan kerja (Y2.3)						
5.	Saya merasa puas atas kerjasama rekan kerja dalam menyelesaikan pekerjaan					
6.	Ketika saya meminta teman saya melakukan pekerjaan tertentu, pekerjaan tersebut terselesaikan.					
7.	Rekan kerja saya memberikan dukungan yang cukup pada saya.					
Kesempatan promosi (Y2.4)						
8.	Saya puas dengan adanya jenjang karier yang diberikan diperusahaan saya sekarang.					
9.	Saya puas dengan penghargaan atas prestasi yang saya peroleh ditempat kerja saya.					
10.	Saya senang dengan penilaian untuk promosi berdasarkan prestasi dan hasil kerja karyawan					
Upah (Y2.5)						
11.	saya puas dengan upah dan pemberian tunjangan yang diberikan tempat kerja saya.					
12.	Saya diberi gaji lebih tinggi untuk apa yang saya kerjakan melebihi target yang diberikan perusahaan.					
13.	Gaji yang saya terima sebanding dengan beban kerja saya					

5. KINERJA KARYAWAN

No.	Pernyataan	STS	TS	N	S	SS
Kualitas Kerja (Y3.1)						
1.	Setiap saya bekerja, saya senantiasa berpedoman pada standar yang telah ditetapkan perusahaan.					
Kuantitas (Y3.2)						
2.	Setiap harinya banyak pekerjaan yang dapat saya selesaikan, dan saya berusaha meminimalisir kesalahan dalam melakukan pekerjaan.					
3.	Jika dibandingkan rekan kerja saya yang lain, tentu saya menyelesaikan banyak pekerjaan dibanding mereka.					
Ketepatan waktu (Y3.3)						
4.	Saya tidak pernah terlambat dalam melaporkan hasil kerja saya ke atasan.					
5.	Ketika mengerjakan tugas, saya akan memperhatikan dengan saksama waktu agar tidak terlambat.					
6.	Menunda – nunda pekerjaan adalah hal yang saya hindari.					
Efektivitas (Y3.4)						
7.	Saya mampu menggunakan waktu dengan efisien dalam melaksanakan tugas dari perusahaan.					
8.	Saya selalu memenuhi target kerja yang diberikan oleh perusahaan.					
9.	Saya mampu menjual unit kendaraan melebihi target yang ditentukan perusahaan.					
Kemandirian (Y3.5)						
10.	Saya mampu secara mandiri dan bertanggung jawab terhadap pekerjaan saya sendiri.					
11.	Saya selalu memposisikan diri saya dalam kondisi apapun.					
12.	Saya selalu mempertimbangkan sebelum mengambil keputusan.					

Lampiran 2. Hasil Uji Validitas

Correlations

		X1.1	X1.2	X1.3	X1.4	TotalX1
X1.1	Pearson Correlation	1	,378**	,341**	,426**	,710**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	278	278	278	278	278
X1.2	Pearson Correlation	,378**	1	,384**	,499**	,793**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	278	278	278	278	278
X1.3	Pearson Correlation	,341**	,384**	1	,337**	,687**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	278	278	278	278	278
X1.4	Pearson Correlation	,426**	,499**	,337**	1	,761**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	278	278	278	278	278
TotalX1	Pearson Correlation	,710**	,793**	,687**	,761**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	278	278	278	278	278

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		X2.1	X2.2	X2.3	TotalX2
X2.1	Pearson Correlation	1	,190**	,315**	,683**
	Sig. (2-tailed)		,001	,000	,000
	N	278	278	278	278
X2.2	Pearson Correlation	,190**	1	,273**	,682**
	Sig. (2-tailed)	,001		,000	,000
	N	278	278	278	278
X2.3	Pearson Correlation	,315**	,273**	1	,768**
	Sig. (2-tailed)	,000	,000		,000
	N	278	278	278	278
TotalX2	Pearson Correlation	,683**	,682**	,768**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	278	278	278	278

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	TotalY1
Y1.1	Pearson Correlation	1	,279**	,230**	,344**	,311**	,706**
	Sig. (2-tailed)		,000	,000	,000	,000	,000
	N	278	278	278	278	278	278

Y1.2	Pearson Correlation	,279**	1	,193**	,271**	,370**	,705**
	Sig. (2-tailed)	,000		,001	,000	,000	,000
	N	278	278	278	278	278	278
Y1.3	Pearson Correlation	,230**	,193**	1	,222**	,271**	,501**
	Sig. (2-tailed)	,000	,001		,000	,000	,000
	N	278	278	278	278	278	278
Y1.4	Pearson Correlation	,344**	,271**	,222**	1	,332**	,636**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	278	278	278	278	278	278
Y1.5	Pearson Correlation	,311**	,370**	,271**	,332**	1	,685**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	278	278	278	278	278	278
TotalY1	Pearson Correlation	,706**	,705**	,501**	,636**	,685**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	278	278	278	278	278	278

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	TotalY2
Y2.1	Pearson Correlation	1	,197**	,222**	,297**	,418**	,586**
	Sig. (2-tailed)		,001	,000	,000	,000	,000
	N	278	278	278	278	278	278
Y2.2	Pearson Correlation	,197**	1	,133*	,256**	,222**	,497**
	Sig. (2-tailed)	,001		,027	,000	,000	,000
	N	278	278	278	278	278	278
Y2.3	Pearson Correlation	,222**	,133*	1	,384**	,438**	,683**
	Sig. (2-tailed)	,000	,027		,000	,000	,000
	N	278	278	278	278	278	278
Y2.4	Pearson Correlation	,297**	,256**	,384**	1	,443**	,745**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	278	278	278	278	278	278
Y2.5	Pearson Correlation	,418**	,222**	,438**	,443**	1	,792**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	278	278	278	278	278	278
TotalY2	Pearson Correlation	,586**	,497**	,683**	,745**	,792**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	278	278	278	278	278	278

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Correlations

		Y3.1	Y3.2	Y3.3	Y3.4	Y3.5	TotalY3
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Y3.1	Pearson Correlation	1	,169**	,325**	,382**	,370**	,593**
	Sig. (2-tailed)		,005	,000	,000	,000	,000
	N	278	278	278	278	278	278
Y3.2	Pearson Correlation	,169**	1	,197**	,363**	,351**	,592**
	Sig. (2-tailed)	,005		,001	,000	,000	,000
	N	278	278	278	278	278	278
Y3.3	Pearson Correlation	,325**	,197**	1	,221**	,467**	,698**
	Sig. (2-tailed)	,000	,001		,000	,000	,000
	N	278	278	278	278	278	278
Y3.4	Pearson Correlation	,382**	,363**	,221**	1	,299**	,693**
	Sig. (2-tailed)	,000	,000	,000		,000	,000
	N	278	278	278	278	278	278
Y3.5	Pearson Correlation	,370**	,351**	,467**	,299**	1	,759**
	Sig. (2-tailed)	,000	,000	,000	,000		,000
	N	278	278	278	278	278	278
TotalY3	Pearson Correlation	,593**	,592**	,698**	,693**	,759**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	278	278	278	278	278	278

** . Correlation is significant at the 0.01 level (2-tailed).

Lampiran 3. Hasil Uji Reliabilitas

X1 - Retensi Talenta

X2 – Keterikatan Karyawan

Y1 – Branding Karyawan

Y2 – Kepuasan Karyawan

Y3 – Kinerja Karyawan

Lampiran 3. Hasil Uji Normalitas

Variable	min	max	skew	c.r.	kurtosis	c.r.
EP3.5	6,000	15,000	-1,291	-2,131	3,309	1,699
EP3.4	7,000	15,000	-,747	-1,283	,565	1,998
EP3.3	8,000	15,000	-,820	-1,801	,826	1,920
EP3.2	2,000	10,000	-1,230	-2,201	4,587	1,216
EP3.1	2,000	5,000	-,421	-2,175	-,515	-1,822
JS2.1	3,000	10,000	-1,197	-1,466	4,011	1,181
JS2.2	4,000	10,000	-,897	-2,340	1,627	1,753
JS2.3	8,000	15,000	-,883	-2,246	1,075	1,802

Variable	min	max	skew	c.r.	kurtosis	c.r.
JS2.4	7,000	15,000	-1,058	-2,478	1,422	2,028
JS2.5	7,000	15,000	-,981	-1,936	1,005	1,553
EB1.5	4,000	10,000	-1,233	-1,717	2,203	1,789
EB1.4	5,000	10,000	-,687	-1,861	,541	1,912
EB1.3	2,000	5,000	-,606	-2,288	-,314	-1,111
EB1.2	7,000	15,000	-1,027	-2,263	1,169	2,133
EB1.1	7,000	15,000	-,848	-1,995	,808	1,857
EE2.1	7,000	15,000	-1,105	-1,814	1,641	1,803
EE2.2	7,000	15,000	-,983	-1,951	1,656	1,853
EE2.3	6,000	15,000	-1,084	-1,664	1,528	1,403
TR1.1	8,000	15,000	-,912	-2,449	,410	1,449
TR1.2	11,000	20,000	-,756	-2,348	,606	2,143
TR1.3	7,000	15,000	-,944	-1,674	,911	2,222
TR1.4	7,000	15,000	-1,064	-1,526	1,400	1,950
Multivariate					166,588	32,731

Lampiran 4. Hasil Uji *Goodness of Fit*

GoF	Cut of Value	Hasil	Ket.
CMIN/DF	< 2,00	1,784	Good Fit
GFI	> 0,90	0,906	Good Fit
AGFI	> 0,90	0,881	Marginal Fit
TLI	> 0,90	0,931	Good Fit
CFI	> 0,90	0,940	Good Fit
RMSEA	< 0,08	0,051	Good Fit

Lampiran 5. Hasil Uji Hipotesis

	Estimate	S.E.	C.R.	P	Label
EB <--- TR	,378	,259	4,949	,000	par_18
JS <--- TR	,269	,322	2,412	,016	par_20
EB <--- EE	,185	,306	1,713	,030	par_21
JS <--- EE	,179	,656	,586	,000	par_23
EP <--- TR	,167	,177	-,825	,000	par_19
EP <--- EE	,267	,151	1,393	,004	par_22
EP <--- EB	,289	,118	1,180	,038	par_24
EP <--- JS	,348	,138	3,320	,002	par_25