

ABSTRAK

Penelitian ini membahas tentang pengaruh faktor-faktor *employee based brand equity* dalam membentuk *organizational attractiveness* pada *student talents* di JABODETABEK sebagai proses yang terjadi pada PT. Unilever Indonesia, Tbk. Hasil penelitian Jiang dan Iles (2011) menunjukkan adanya lima faktor yang mempengaruhi *talents* menjadi tertarik pada suatu organisasi sebagai pemberi kerja. Kelima faktor tersebut adalah *economic value*, *interest value*, *social value*, *developmental value*, dan *brand trust*. Berangkat dari hal tersebut penelitian ini ingin mengetahui lebih lanjut, apakah berlaku demikian di Indonesia dan secara lebih spesifik pada pencari kerja dari kalangan mahasiswa (*student talents*). Muncul pertanyaan apakah terdapat hubungan dari masing-masing faktor tersebut terhadap ketertarikan *student talents* pada suatu organisasi sebagai pemberi kerja (*organizational attractiveness*).

Dengan menggunakan metode kualitatif *depth-interview* dan kuantitatif survei, penelitian ini menggali jawaban dari 240 mahasiswa di tahun terakhirnya. Dengan teknik *mall intercept* dan *snowball sampling* para responden diukur persepsinya terhadap PT. Unilever Indonesia, Tbk. terkait kelima faktor tersebut dan ketertarikan mereka kepada PT. Unilever Indonesia, Tbk sebagai pemberi kerja. Hasil penelitian kemudian dianalisa menggunakan SPSS 21.0 dan SPSS's Amos 22.0.

Hasil penelitian menunjukkan bahwa pada kasus PT. Unilever Indonesia Tbk., dengan *student talents* di JABODETABEK faktor yang memiliki hubungan secara signifikan terhadap *organizational attractiveness* (OA) adalah *interest value*, *developmental value* dan *brand trust*. Selain itu diketahui pula bahwa antara Universitas Indonesia dan STIE Prasetiya Mulya terdapat perbedaan faktor yang berpengaruh signifikan terhadap OA.

Kata kunci: *employer branding*, *employee based brand equity*, *student talents*, *organizational attractiveness*, PT. Unilever Indonesia, Tbk.

ABSTRACT

This research discusses about the influence of employee based brand equity factors in forming organizational attractiveness on student talents in JABODETABEK as processes occurring at PT. Unilever Indonesia, Tbk. Jiang and Iles research's shows that there are five factors which influence talents in becoming interested in an organization as an employer. These five factors are economic value, interest value, social value, developmental value, and brand trust. Depart from that this research want to understand further, whether it behaves the same way in indonesia and in more specific area, on the job seekers among students (student talents). Moreover, pop the question whether there is a relationship of each factors against student talents' interest in specific organization as employer (organizational attractiveness).

Using qualitative method of depth-interview and quantitative survey, this research extract insights of 240 last year-students in the university using mall intercept and snowball sampling techniques. The respondents' perception towards PT. Unilever Indonesia, Tbk. are assessed related to those five factors and their self-interest towards PT. Unilever Indonesia, Tbk as employer. The research then analyzed using SPSS 21.0 and SPSS's AMOS 22.0.

The result shows that in the case of PT. Unilever Indonesia, Tbk., with student talents in JABODETABEK factors which have significant relationship against organizational attractiveness (OA) are interest value, developmental value and brand trust. In addition, it is known also that there are differences between University of Indonesia and Prasetiya Mulya Business School on the factors which significantly influence OA.

Keywords: *employer branding, employee based brand equity, student talents, organizational attractiveness, PT.Unilever Indonesia, Tbk.*