

**PENGARUH EMPLOYER BRANDING DAN PENGEMBANGAN KARIR  
TERHADAP EMPLOYEE RETENTION DI SEKOLAH AL-IBRAH  
GRESIK**

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**ABSTRAK**

*Employer branding* dan pengembangan karir saat ini sangat dibutuhkan dalam sebuah organisasi sebagai salah satu cara untuk menjaga retensi karyawan khususnya bagi organisasi di sekolah. Tujuan penelitian ini yaitu ingin mengetahui pengaruh *employer branding* dan pengembangan karir terhadap *employee retention* yang diterapkan di sekolah AL Ibrah Gresik. Penelitian ini merupakan penelitian kuantitatif dengan jenis penelitian deskriptif. Pengambilan sampel dilakukan dengan menggunakan metode *proportionate stratified random sampling*. Sampel pada penelitian ini sebanyak 65 responden dari guru yang mengajar di sekolah AL Ibrah dari jenjang TK, SD dan SMP yang didapatkan dengan menyebarkan kuesioner online. Variabel independen dari penelitian ini yaitu *employer branding* dan pengembangan karir dan dependen yaitu *employee retention*. Teknik analisis yang digunakan pada penelitian ini yaitu menggunakan regresi linear berganda dengan software SPSS versi 22. Hasil analisis menunjukkan bahwa (1) *employer branding* berpengaruh positif terhadap *employee retention*, (2) pengembangan karir berpengaruh positif terhadap *employee retention*, dan (3) *employer branding* dan pengembangan karir berpengaruh positif terhadap *employee retention*. Hal ini menunjukkan bahwa *employer branding* pengembangan karir yang diterapkan oleh sekolah AL Ibrah Gresik penting dalam mempertahankan guru yang mengajar di sekolah tersebut.

**Kata Kunci:** *Employer Branding*, Pengembangan Karir, *Employee Retention*, Guru, Sekolah Al-Ibrah

**EMPLOYER BRANDING AND CAREER DEVELOPMENT EFFECT ON  
EMPLOYEE RETENTION AT AL- IBRAH GRESIK SCHOOL**

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**ABSTRACT**

*Employer branding and career development are currently indispensable in an organization as one way to keep employee retention especially for organizations in school. The purpose of this research was to determine the effect of employer branding and career development on employee retention which is applied at the AL Ibrah Gresik school. This research is a quantitative research with descriptive research types. Sampling was done using proportionate stratified random sampling method. The sample in this study were 65 respondents from teachers who teach in Al Ibrah schools from kindergarten, elementary and junior high school levels obtained by distributing online questionnaires. The independent variables of this research are employer branding and career development and the dependent variable is employee retention. The analysis technique used in this study is using multiple linear regression with SPSS software version 22. The results of the analysis show that that (1) employer branding has a positive effect on employee retention, (2) career development has a positive effect on employee retention, and (3) employer branding and career development has a positive effect on employee retention. This shows that the employer branding for career development implemented by the Al Ibrah Gresik school is important in retaining teachers who teach at the school.*

**Keywords:** *Employer Branding, Career Development, Employee Retention, Teacher, Al Ibrah School*