

DAFTAR PUSTAKA

- Ahmad, N. A., & Salina D. (2015). *Engaging People with Employer branding. 7th International Economics & Business Management Conference*, 691.
- Amelia, A. (2018). *"Employer branding: When HR Is The New Marketing"*. Jakarta: Kompas.
- Babcanova, D. Babcan, M. dan Odlerova, E. (2010). *Employer branding: Source of Competitiveness of The Industrial Plants*.
- Backhaus, K., & Tikoo, S. (2004). Conceptualizing and Reasearching *Employer branding. Career Development International, Vol 9*, 502.
- Berthon, P., Ewing, M., & Hah, Li Lian. (2005). Captivating Company: Dimensions of Attractiveness in *Employer branding. International Journal of Advertising, (24)*, 151-172.
- Binakarir. (2019, Januari 05). "Tujuan *Employer branding*". Diambil kembali dari <https://binakarir.com/tujuan-employer-branding>
- Bogdan dan Taylor. (2012). Prosedur Penelitian. Dalam Moleong, *Pendekatan Kualitatif*. Jakarta: Rineka Cipta.
- Dawn, & Biwas. (2010). *Employer branding A New Strategic Dimension Of Indian Corporations. Asian Journal Of Management Research, 22*.
- Ferizal, I. (2016). *Journey to be Employer Of Choice*. Jakarta: PT Gramedia Pustaka Utama.
- Goswami, P. (2015). *Employee value proposition: A Tool for Employment Brandin. International Journal of Scientific and Research Publications Vol 5*, 263.
- Kusuma , T. C., & Prasetya, A. (2017). Penerapan Strategi *Employer branding* Dan *Employee value proposition* Untuk Menciptakan *Employee engagement* (Studi Pada PT Bank Central Asia Tbk). *Jurnal Administrasi Bisnis (JAB)/Vol. 50 No. 5 September 2017*, 144-146.
- Lexy, J. (2005). Metodologi Penelitian Kualitatif. Dalam Moleong. Bandung: Remaja Rosdakarya.
- Lyod, S. (2002). Branding From the Inside Out. *BRW, Vol 24*, 64.

- Michael, E., & Axelord, B. (2001). *War For Talent*. United States Of America: Harvard Business School Press.
- Mochammad, F. (2017). Merancang Strategi *Employer branding* untuk Menarik Pelamar Kerja. *Kajian Bisnis Indonesia| Vol. 1 No. 01 (2017)*, 15-17.
- Pawar, A., & Charak, K. S. (2014). *Employee value proposition* Leading To Employer Brand: The Indian Organization Outlook. *International Journal of Management Research & Review*, 4.
- Ristriandita , A., Sunuharyo, B. S., & Aini , E. K. (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). *Jurnal Administrasi Bisnis (JAB)/Vol. 58 No. 2 Mei 2018*, 31.
- Ristriandita Afifah, Bambang, S.S, Edlyn K.A. . (2018). “Pengaruh *Employer branding* Terhadap Intention Dengan Dimensi Kepuasan Kerja”. *Administrasi Bisnis, Vol. 58, No. 2*, 30-31.
- Sagita M. , A. R., Musadieq , M., & Sulistyio , M. W. (2018). Pengaruh *Employer branding* Terhadap Turnover Intention Dengan *Employee engagement* Sebagai Variabel Mediasi (Studi Pada Karyawan Tetap Bank X BUMN Cabang Brawijaya Malang). *Jurnal Administrasi Bisnis (JAB)/Vol. 60 No. 2 Juli 2018*, 77.
- Sokro, E. (2012). Impact of *Employer branding* on Employee Attraction and Retention. *European Journal of Business and Management*, 4(18), 164 - 173.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sullivan, J. (2004). Eight Elements of A Succesful Employment Brand. *Career Development International*. 9(4), 501-517.
- Ulrich, D., & Brockbank, W. (2005). *The HR Value Proposition*. United States Of America: Harvard Business Shools Press.