

**The Influence of Employer Attractiveness on Employees'
Intention to Stay: A Study at PT Asih Tunggal Jati**

Thesis

Presented as Partial Fulfilment of the Requirements for the Degree of Sarjana
Manajemen (SM) in International Business Management Program Faculty of
Business and Economics Universitas Atma Jaya Yogyakarta



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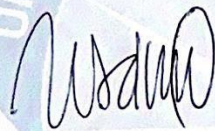
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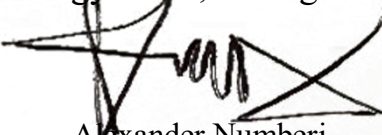
AUTHENTICITY ACKNOWLEDGEMENT

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This work is solely my own and does not incorporate the ideas or wording of others without proper attribution. Where applicable, I have cited sources using a recognized academic style guide and provided a complete reference list for all materials on the bibliography

Yogyakarta, 10 august 2025



Alexander Numberi

PREFACE

The researcher acknowledges the enduring support and guidance of his faith in God, The Heavenly Father. Philippians 4:13 “ I can do all things through christ who strengthens me.” This thesis is a partial fulfilment of the requirements for the International Business Management Program at the Faculty of Business and Economics, Universitas Atma Jaya Yogyakarta. The title of the thesis is:

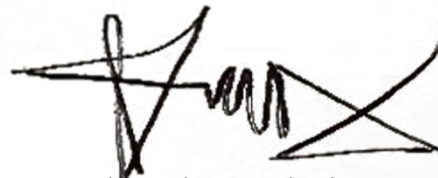
The Influence of Employer Attractiveness on Employees’ Intention to Stay (A Study at PT Asih Tunggal Jati)

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The researcher also recognizes the imperfections that exists within this study. The researcher welcomes constructive feedback on how this work can be improved to serve as a valuable resource for future studies.

Yogyakarta, 10 August 2025

A handwritten signature in black ink, featuring a stylized 'A' followed by a series of loops and a final flourish.

Alexander Numberi

MOTO

**“ I can do all things through christ who strengthens
me”**

-Philippians 4:13-

**“ If you’ve never failed, you’ve never tried
anything new.” -Albert Einstein-**

**(Vini,vidi,vici) “ I came, I saw, I conquered” -
Julius Caesar-**

**“ life will put many red light in front of you, But
sometimes we must push on the gas and trust
god.” -Kendrick Lamar-**

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ABSTRACT

This study examines how five dimensions of employer attractiveness interest, economic, development, social, and application values relate to employees' intention to stay at PT Asih Tunggal Jati, a fuel-transport company in Sorong, Southwest Papua. A quantitative survey of full-time employees ($N = 74$) used a 28-item Likert instrument adapted from established EmpAt scales, with purposive criteria of at least one year of tenure to ensure informed responses. Construct quality was verified through corrected item-total correlations and Cronbach's alpha in the acceptable to strong range, and descriptive means indicated overall favorable perceptions across all EmpAt dimensions and retention intention. Multiple linear regression yielded a significant model with strong explanatory power ($F = 43.068$, $p < .001$; Adjusted $R^2 = .742$), and all five dimensions showed positive, significant partial effects on intention to stay ($p < .001$). Standardized coefficients pointed to interest value as the strongest predictor ($\beta = .820$), followed by application ($\beta = .727$), economic ($\beta = .671$), social ($\beta = .570$), and development ($\beta = .564$), suggesting that stimulating, innovative work and scope to apply and share skills are at least as influential as compensation, team climate, and growth opportunities in shaping retention intentions. Situated in an under-represented logistics context in Eastern Indonesia, the findings add evidence that non-economic value propositions within employer branding matter for keeping experienced operational talent, and they offer clear guidance for managers seeking to reduce turnover by enriching job content, enabling knowledge sharing, and maintaining fair rewards.

Keywords: Employer Attractiveness, EmpAt, Intention to Stay, Employer Branding, Retention, Logistics, Indonesia, PT Asih Tunggal Jati.