

CHAPTER V

CONCLUSION AND MANAGERIAL IMPLICATION

5.1 Conclusion

This study aimed to examine the influence of five dimensions of employer branding interest value, economic value, development value, social value, and application value on employees' intention to stay at PT. Asih Tunggal Jati. The results of multiple linear regression analysis revealed that all five variables had a significant and positive impact on employees' intention to stay

Among them, interest value and application value emerged as the most influential factors, indicating that employees are more likely to remain in a company when they are given engaging tasks and opportunities to apply their skills meaningfully. Meanwhile, economic, development, and social values also contributed positively, though to a lesser extent.

In conclusion, a strong and well-executed employer branding strategy can play a key role in increasing employee retention and organizational commitment.

5.2 Managerial Implication

The findings of this research indicate that all five dimensions of employer attractiveness significantly influence employees' intention to stay at PT Asih Tunggal Jati. However, the descriptive statistics reveal that economic value, development value, and social value have relatively lower mean scores compared to interest and application value. This suggests that while employees perceive these dimensions positively, they represent areas with the greatest potential for improvement.

1. **economic value** can be enhanced by reviewing and adjusting compensation structures to ensure they remain competitive within the logistics and transport sector. Beyond salary, the company could expand non-monetary benefits such

as health insurance upgrades, performance-based bonuses, and allowances that directly support employees' welfare.

2. **development value** may be strengthened by creating more structured and visible career advancement opportunities. This could include a clear promotion pathway, targeted skill development programs, and regular performance feedback sessions. Such initiatives would reinforce employees' sense of professional growth and long-term prospects within the company.
3. **social value** could be improved through initiatives that foster stronger workplace relationships and community engagement. Activities such as teambuilding events, cross-departmental projects, and social responsibility programs could deepen employee connections and enhance their sense of belonging.

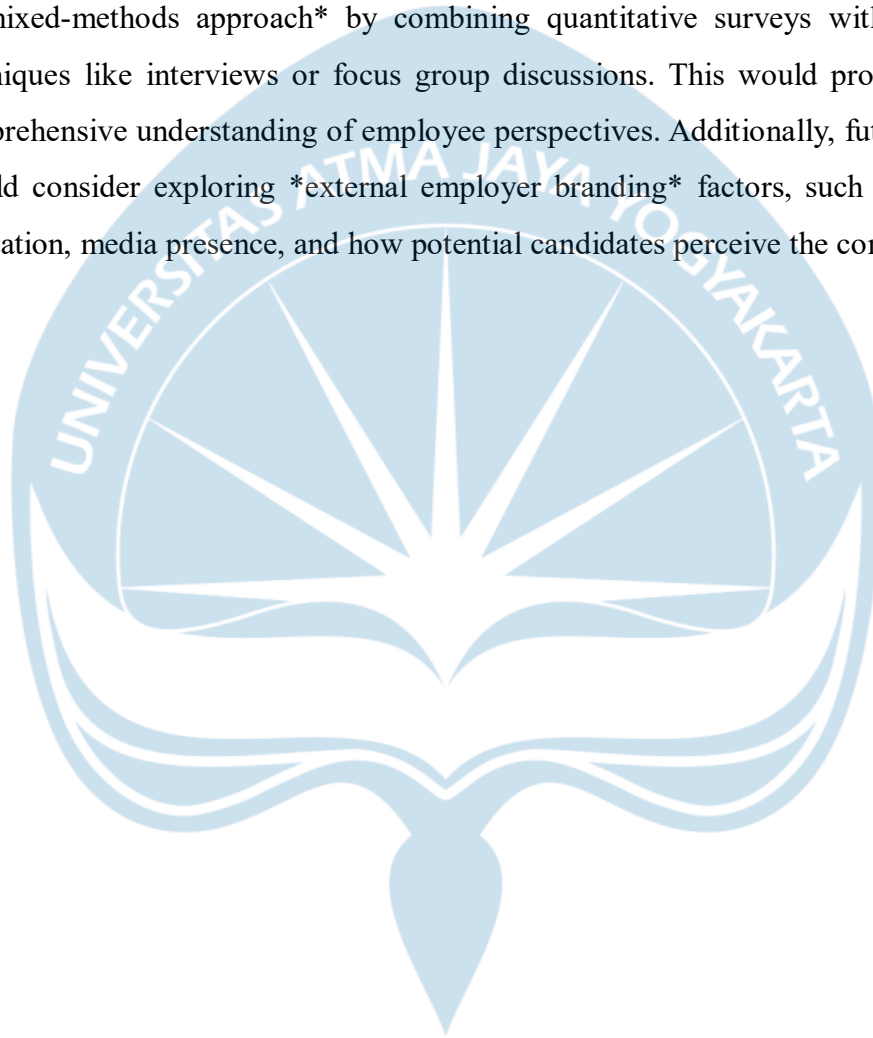
By addressing these lower-scoring areas, PT Asih Tunggal Jati can build on its already strong interest and application value, creating a more balanced and comprehensive employer brand. This approach would not only help maintain high retention rates but also position the company as an attractive and supportive workplace in the long term.

5.3 Research Limitation

This study has several limitations. First, the research was conducted in a single company, PT. Asih Tunggal Jati, which limits the generalizability of the results to other organizations or industries. Second, the use of purely quantitative methods means that the deeper, more personal reasons behind employees' intention to stay may not have been fully explored. Third, this study focused solely on internal employer branding, without considering external factors such as public image or employer reputation.

5.4 Future Research Suggestions

Future studies could expand the scope by including multiple companies or industries to enhance the generalizability of the findings. It is also recommended to use a **mixed-methods approach** by combining quantitative surveys with qualitative techniques like interviews or focus group discussions. This would provide a more comprehensive understanding of employee perspectives. Additionally, future research should consider exploring **external employer branding** factors, such as corporate reputation, media presence, and how potential candidates perceive the company.



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