

## **The Influence of Employer Branding Campaign on Organization Commitment and Employee Satisfaction towards Voluntary Intention**

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**Abstract :** The topic research aims to analyze the influence of employer branding towards the voluntary turnover intention on employee by projecting the variable of organization commitment and employee satisfaction. To measure each components of employer branding, the author conducted an exploratory study to confirm the items in the questionnaire. There are 80 respondents that are mostly permanent employees at an IT company in Indonesia, including partner and clients to get external viewpoints of employer branding. The result of this research indicates that employer branding has an influence on the voluntary turnover. Furthermore, to maintain the organization commitment in the company, the management can develop employer branding strategy in order to increase employee's organization commitment.

**Keywords :** employer branding, organization commitment, employee satisfaction, voluntary intention turnover

**Conference Title :** ICHRM 2014 : International Conference on Economics and Human Resource Management

**Conference Location :** Paris, France

**Conference Dates :** June 26-27, 2014