

## **ABSTRACT**

### ***THE EFFECT OF EMPLOYER BRANDING AND EMPLOYEE ENGAGEMENT ON EMPLOYEE PERFORMANCE***

***(A Study On Employees Of The Nursing Department Of Tasikmalaya City Heart  
Hospital)***

By

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*The purpose of this study is to determine and analyze the effect of employer branding, employee engagement on the performance of employees of the nursery section of Tasikmalaya City Heart Hospital. The research method used is the survey method, while the sampling technique uses saturated sampling techniques. The data collection technique used is primary data through questionnaires and interviews. The analysis tool uses path analysis. The results showed that: employer branding is included in the good category, employee engagement is included in the good category, and employee performance is included in the good category. Employer branding and employee engagement affect the performance of employees of the nursing department of Tasikmalaya City Heart Hospital.*

*Keywords : employer branding, employee engagement, employee performance.*