

**ABSTRACT**

***THE EFFECT OF EMPLOYER BRAND AND SELF EFFICACY ON ORGANIZATIONAL CITIZENSHIP BEHAVIOUR WITH EMPLOYEE ENGAGEMENT AS A MEDIATION VARIABLE***

(A Survey on Lecturers at The Faculty of Economics and Business, Siliwangi University)

By:

**Yasmin Zahra Jamilah**

NIM. 203402074

Guide I : H. Deden Mulyana

Guide II : Aquinaldo Sistanto Putra

*The purpose of this research was to determine the influence of employer brand and self-efficacy on organizational citizenship behavior which was mediated by employee engagement, with research subjects being lecturers at the Faculty of Economics and Business, Siliwangi University. The research method used was a quantitative method, with sampling techniques used a simple random sampling method. The data collection technique used for primary data were carried out through structured and measurable questionnaires, interviews and observations, while secondary data was obtained from literature review and other relevant parties. The analysis tool was SEM-PLS used SmartPLS software. The research results show that employer brand has a significant effect on employee engagement; self efficacy has a significant effect on employee engagement; employee engagement has a significant effect on organizational citizenship behavior (OCB); employer brand through employee engagement has a significant effect on OCB; self-efficacy through employee engagement has a significant effect on OCB.*

*Keyword: Employer Brand, Self Efficacy, Employee Engagement, Organizational Citizenship Behaviour (OCB)*

## ABSTRAK

# PENGARUH *EMPLOYER BRAND* DAN *SELF EFFICACY* TERHADAP *ORGANIZATIONAL CITIZENSHIP BEHAVIOUR* DIMEDIASI OLEH VARIABEL *EMPLOYEE ENGAGEMENT*

(Survey pada Dosen Fakultas Ekonomi dan Bisnis  
Universitas Siliwangi)

Oleh:

**Yasmin Zahra Jamilah**

NIM. 203402074

Pembimbing I : H. Deden Mulyana

Pembimbing II : Aquinaldo Sistanto Putra

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *employer brand* dan *self-efficacy* terhadap *organizational citizenship behaviour* yang dimediasi oleh *employee engagement*, dengan subjek penelitian pada dosen Fakultas Ekonomi dan Bisnis Universitas Siliwangi. Metode penelitian yang digunakan adalah metode kuantitatif, dengan teknik penarikan sampel menggunakan metode *simple random sampling*. Teknik pengumpulan data yang digunakan untuk data primer dilakukan melalui kuesioner, wawancara serta observasi yang terstruktur dan terukur, sementara untuk data sekunder diperoleh dari kajian pustaka dan pihak lain yang relevan. Alat analisis berupa SEM-PLS dengan menggunakan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa *employer brand* berpengaruh signifikan terhadap *employee engagement*; *self efficacy* berpengaruh signifikan terhadap *employee engagement*; *employee engagement* berpengaruh signifikan terhadap *organizational citizenship behaviour* (OCB); *employer brand* melalui *employee engagement* berpengaruh signifikan terhadap OCB; *self efficacy* melalui *employee engagement* berpengaruh signifikan terhadap OCB.

Kata Kunci: *Employer Brand*, *Self Efficacy*, *Employee Engagement*, *Organizational Citizenship Behaviour* (OCB)