

ABSTRAK

PENGARUH *ORGANIZATIONAL COMMITMENT* TERHADAP PERILAKU *JOB HOPPING* DENGAN *EMPLOYER BRANDING* SEBAGAI VARIABEL MODERASI

(Studi pada Karyawan Generasi Z di Kota Tasikmalaya)

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Tujuan penelitian untuk mengetahui dan menganalisis tingkat *organizational commitment*, perilaku *job hopping*, dan *employer branding*, serta menguji pengaruh *organizational commitment* terhadap perilaku *job hopping* dengan *employer branding* sebagai variabel moderasi pada karyawan generasi Z di Kota Tasikmalaya. Metode penelitian yang digunakan adalah survei dengan pendekatan kuantitatif. Jenis data yang digunakan adalah data primer, dengan populasi karyawan generasi Z di Kota Tasikmalaya dan sampel sebanyak 90 karyawan, diambil menggunakan teknik purposive sampling. Teknik pengumpulan data menggunakan kuesioner. Alat analisis yang digunakan adalah SEM-PLS. Hasil penelitian menunjukkan bahwa *organizational commitment* berpengaruh negatif dan signifikan terhadap perilaku *job hopping*, serta *employer branding* berperan sebagai variabel moderasi yang dapat memperlemah pengaruh tersebut. Implikasi penelitian ini menunjukkan bahwa perusahaan perlu meningkatkan *organizational commitment* dan memperkuat *employer branding* melalui penyediaan peluang pengembangan karier, pemberian apresiasi, lingkungan kerja yang suportif, serta kompensasi yang sesuai agar dapat menekan kecenderungan perilaku *job hopping* pada karyawan Generasi Z.

Kata kunci: *organizational commitment*, perilaku *job hopping*, *employer branding*

ABSTRACT

THE EFFECT OF ORGANIZATIONAL COMMITMENT ON JOB HOPPING BEHAVIOR WITH EMPLOYER BRANDING AS A MODERATING VARIABLE

(Study on Generation Z Employees in Tasikmalaya City)

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This study aims to determine and analyze the level of organizational commitment, job hopping behavior, and employer branding, as well as to examine the effect of organizational commitment on job hopping behavior with employer branding as a moderating variable among Generation Z employees in Tasikmalaya City. The research method employed was a survey with a quantitative approach. The data used were primary data, with the population consisting of Generation Z employees in Tasikmalaya City and a sample of 90 employees selected using purposive sampling. Data were collected through a questionnaire. The analytical tool used was SEM-PLS. The results indicate that organizational commitment has a negative and significant effect on job hopping behavior, and employer branding acts as a moderating variable that weakens this relationship. The implications of this study indicated that companies needed to enhance organizational commitment and strengthen employer branding by providing career development opportunities, recognizing employee contributions, fostering a supportive work environment, and offering appropriate compensation to reduce the tendency of job hopping behavior among Generation Z employees.

Keywords: *organizational commitment, job hopping behavior, employer branding*