

ABSTRACT

Good employee retention can be seen from low employee turnover, because low employee turnover is a characteristic of a healthy organization. However, it turns out that low employee turnover and high loyalty do not always indicate that an organization is in a healthy condition in managing their human resources. Even though it is dominated by 61% permanent employees, after research, it was assumed that Badan Pelaksana Kegiatan Yayasan Pendidikan Telkom (BPK YPT) was experiencing a problem of shortage of talented employees. Then it is made worse by the phenomenon of burnout among employees which will certainly affect employee engagement at BPK YPT. This research aims to determine the role of employee engagement as a mediator of the relationship between employer branding and employee retention along with job burnout as a moderator in BPK YPT.

This research is included in quantitative research using causal descriptive analysis. The method used to research the sample was a survey of 85 BPK YPT employees. Samples were taken using saturation sampling technique and processed using SmartPLS software version 3.2.9.

The results of this research are that there is a positive and significant influence of employer branding on employee retention, there is a positive and significant influence of employer branding on employee engagement, there is a positive and significant influence of employee engagement on employee retention, employee engagement has a positive and significant influence in mediating the influence between employer branding with employee retention, and there is a negative and significant influence of job burnout as a moderator of the influence between employee engagement and employee retention.

Keywords: *employee retention, employer branding, employee engagement, job burnout.*