

MEMBANGUN LOYALITAS MILENIAL MELALUI BEBAN KERJA, GAYA KEPEMIMPINAN DAN EMPLOYER BRANDING

by Rosidah, Yudit Ayu Respati, Rizki Pratama Johanis Paransa

ABSTRACT

This research aims to analyze the influence of authoritarian leadership style, workload, and employer branding on loyalty attitudes and behavior. The research was carried out from February to July 2023.

This research used a quantitative approach. Data collection was carried out using a questionnaire distributed via Google Form. The sample for this research was millennial generation lecturers with a minimum work period of one year at universities in DI Yogyakarta, West Java, Central Java, and East Java, totaling 108 respondents. The data analysis technique uses Partial Least Square (PLS) with the help of SmartPLS software.

There are six main findings in this research, namely (1) authoritarian leadership style has a negative effect on attitudinal loyalty, (2) authoritarian leadership style has a negative effect on behavioral loyalty, (3) workload has a negative effect on attitudinal loyalty, (4) workload has an effect negative effect on behavioral loyalty, (5) employer branding has a positive effect on attitudinal loyalty, and (6) employer branding has a positive effect on behavioral loyalty.

Kata Kunci: Authoritarian Leadership Style, Workload, Employer Branding, Attitude Loyalty, Behavioral Loyalty, Millennial Generation