ABSTRAK

Luhung Haritiya Pakerti (2026). Pengaruh *Employee Branding* dan *Employee Retention* terhadap *Intention to Stay* pada Karyawan Perempuan Indomaret di Karesidenan Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Dosen Pembimbing (I) Dr. Kurniawati Hasanah, S.E., M.M. Dosen Pembimbing (II) Robby Sandhi Dessyarti, S.E., M.M.

Penelitian ini bertujuan untuk menganalisis pengaruh *Employee Branding* dan *Employee Retention* terhadap *Intention to Stay* pada karyawan perempuan Indomaret di Karesidenan Madiun. Penelitian menggunakan pendekatan kuantitatif dengan 380 responden yang dipilih menggunakan teknik *purposive sampling*. Data dikumpulkan melalui penyebaran kuesioner berskala Likert dan dianalisis menggunakan regresi linier berganda dengan bantuan program SPSS.

Hasil penelitian menunjukkan bahwa *Employee Branding* berpengaruh positif dan signifikan terhadap *Intention to Stay*. *Employee Retention* juga berpengaruh positif dan signifikan terhadap *Intention to Stay*. Selain itu, *Employee Branding* dan *Employee Retention* secara simultan berpengaruh positif dan signifikan terhadap *Intention to Stay*. Temuan ini menunjukkan bahwa semakin baik citra perusahaan sebagai tempat kerja dan strategi perusahaan dalam mempertahankan karyawan, maka semakin tinggi keinginan karyawan perempuan untuk tetap bekerja di Indomaret.

Kata Kunci: *Employee Branding, Employee Retention, Intention to Stay, Karyawan Perempuan, Indomaret.*

ABSTRACT

Luhung Haritiya Pakerti (2026). The Influence of Employee Branding and Employee Retention on Intention to Stay among Female Employees of Indomaret in the Madiun Residency. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor I: Dr. Kurniawati Hasanah, S.E., M.M. Supervisor II: Robby Sandhi Dessyarti, S.E., M.M.

This study aims to analyze the influence of Employee Branding and Employee Retention on Intention to Stay among female employees of Indomaret in the Madiun Residency. This study employed a quantitative research approach involving 380 respondents selected using a purposive sampling technique. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression with the assistance of SPSS software.

The results indicate that Employee Branding has a positive and significant influence on Intention to Stay. Employee Retention also has a positive and significant influence on Intention to Stay. Furthermore, Employee Branding and Employee Retention simultaneously have a positive and significant influence on Intention to Stay. These findings suggest that the better the company's image as an employer and the more effective its employee retention strategies, the stronger female employees' intention to remain working at Indomaret.

Keywords: Employee Branding, Employee Retention, Intention to Stay, Female Employees, Indomaret.