

**THE INFLUENCE OF EMPLOYER BRANDING AND JOB
PERFORMANCE ON TURNOVER INTENTION OF MILLENNIAL
EMPLOYEES IN BNI (BANK NEGARA INDONESIA) SYARIAH
PADANG**

THESIS

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Faculty of Economic Andalas University*



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THE INFLUENCE OF EMPLOYER BRANDING AND JOB PERFORMANCE ON TURNOVER INTENTION OF MILLENIAL EMPLOYEES IN BNI SYARIAH PADANG

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ABSTRACT

The purpose of this research is to identify the influence of employer branding dimensions which are application, development, economics, interest, social and job performance on turnover intention of millennial employees in BNI Syariah Padang. This study used census technique where fifty three employees who work in main branch office of BNI Syariah Padang participated as respondents to fill in the questionnaires. By using SPSS 21 the result of this research translates that development has positive and significantly influence the turnover intention and job performance negative and significantly influence the turnover intention of millennial employees in BNI Syariah Padang. However, it was found that application, economics, interest and social are not significantly influence the turnover intention of millennial employees in BNI Syariah Padang

Keywords: *Employer Branding, Application, Development, Economics, Interest, Social, Job Performance, Turnover Intention, Bank*

This thesis already examined and passed on April 28th 2020. This abstract already approved by supervisor and examiners.

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