



Determinants of Reputation, Experience and Communication on Employer Branding

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Abstract: The Literature Review Article on Determinants of Reputation, Experience and Communication on Employer Branding is a scientific article that aims to build a research hypothesis on the influence between variables that will be used in further research, within the scope of Human Resource Management. The method of writing this Literature Review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this Literature Review article are that: 1) Reputation affects Employer Branding; 2) Experience has an effect on Employer Branding; and 3) Communication has an effect on Employer Branding. Apart from these 3 exogenous variables that affect the endogenous variable Employer Branding, there are still many other factors including Talent, Recruitment, Value Proposition variables.

Keywords: Reputation, Experience, Communication, Employer Branding

INTRODUCTION

Not only a product that has a branding, an employee can also have a branding as his value in the company. The better the branding he has, the easier it will be for the employee to get the attention of the company or organization. Most individuals consider the reputation of the company when they want to apply for a job in a company or organization. The company also conducts recruitment by considering the reputation of prospective employees.

Formulation of the problem

Based on the background of the problem above, the researcher determines the formulation of the problem as follows:

1. Is Reputation related to Employer Branding ?
2. Is Experience related to Employer Branding ?
3. Is Communication related to Employer Branding ?

LITERATURE REVIEW

Employer Branding

Employer Branding is the process of creating a great workplace and then promoting it to talent whose knowledge and skills are needed by the organization to meet its business goals and objectives (Mosley & Schmidt, 2017). Employer branding is a concept that can be applied in a company to make workers or employees comfortable and feel the company is a good place to work.

Employer Branding has been widely studied by previous researchers, including: (S. Kuba, 2022b), (Purnomo, Fathurrozi, Ismaniah, & Lestari, 2019).

Reputation

Reputation is a perception that describes the overall behavior of the organization and its relationship with stakeholders that is formed over time (Helm et al, 2011). Reputation is a value given to individuals, institutions or countries. Reputation cannot be obtained in a short time because it must be built for years to produce something that can be valued by the public. Reputation also only lasts and is sustainable if it is consistent in words and deeds (Basya & Sati, 2006).

Reputation has been widely studied by previous researchers, among others: (S. Kuba, 2022a), (Puspitasari, Atika, & Lestari, 2020).

Experience

Experience is learning that influences a person's behavior change (Kotler, 2005). Experience is a learning process that influences changes in an individual's behavior (Farid, 2000). Experience is a learning process and an increase in the development of potential behavior from formal and informal education, or can be interpreted as a process that leads a person to a higher level of behavior pattern (Singgih & Bawono, 2010). Experience indicators include: Length of service, level of knowledge or skills and mastery of work and equipment level of mastery of a person in the implementation of technical aspects of equipment and work techniques who are able to carry out their work with experience.

Experience has been widely studied by previous researchers, among others: (H. S. Kuba, 2017), (Rasyid & Lestari, 2018).

Communication

Communication is a transaction, a symbolic process that requires people to regulate their environment by building relationships between human beings, through exchanging information, strengthening the attitudes and behavior of others and trying to change attitudes and behavior (Cangara, H., 2011). Communication is a process where two or more people form or exchange information with each other, which in turn will arrive at a deep mutual understanding (Rogers & Kincaid, 2005). The forms of communication include: 1) intrapersonal communication; 2) interpersonal communication; 3) organizational communication; 4) group communication; and 5) mass communication (Susanto, E, H., 2010).

Communication has been widely studied by previous researchers, among others: (Saputra, 2022b), (Atika et al., 2021), (Setyawati, Suroso, Rambe, Damayanty, & Lestari, 2018).

Table 1. Relevant Previous Research Results

No	Author (years)	Previous Research Results	Similarity with this article	Difference with this article
1	(Saputra, 2021)	Leadership, Communication, and Work Motivation in Determining	Talking about Communication	There are differences in the variables of leadership,

		The Success of Professional Organizations		work motivation and professional organizations
2	(Rajab, 2021b)	Literature Review Factors Affecting Leadership: Quality of Work, Work Effectiveness and Work Communication	Talking about Communication	There are differences in the variables of leadership, quality of work, work effectiveness
3	(Haitao, 2021)	Relationship of Communication Skills, Experience and Motivation to Career Planning (Literature Study of Human Resource Management)	Discuss about communication and experience	There are differences in the variables of skills, motivation and career planning
4	(Rajab, 2021a)	Factors Affecting Career Planning: Skill and Experience (Literature Review of Human Resources Management)	Discussing skills and experience	There are differences in career planning
5	(Setiawan & Pratama, 2019)	The Influence of Leadership Style, Effective Communication And Decision Making On Employee Performance At CV Bintang Anugerah Sejahtera	Talking about communication	There are differences in the variables of leadership style, decision making, employee performance

RESEARCH METHODS

The method of writing scientific articles is the qualitative method and literature review (Library Research). Assessing theory and the relationship or influence between variables from books and journals both offline in the library and online sourced from Mendeley, Google Scholar and other online media.

In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that the research is exploratory, (Ali & Limakrisna, 2013). In the next stage, it will be discussed in depth in the section entitled "Related literature" or "library review" (Review literature), as the basis for formulating hypotheses and in the final stage these two literatures become the basis for comparing the results and findings. -findings revealed in research (Ali, H., & Limakrisna, 2013).

DISCUSSION

Based on the literature review and relevant previous research tables, the following discussion is discussed:

1. Effect of Reputation on Employer Branding

Reputation is the value that an individual or organization gives to any other individual or organization. With a good reputation, it will increase employee or employee confidence in working, so that it relates to employer branding. Reputation will be a separate consideration for someone when they want to apply for a job. Workers will be more interested in organizations or companies with a good reputation, and conversely companies or organizations are also more interested in prospective employees who have a good reputation with evidence of the required documents. (Parera & Tumanggor, 2021).

Effect of Reputation on Employer Branding, this is in line with research conducted by: (Sudarmaji, Ambarwati, Keiko Hubbansyah, & Budi Astuti, 2020), (Parera & Tumanggor, 2021).

2. Effect of Expreince on Employer Branding

Experience can awaken and invite a person to see all of his work as an opportunity to continue to practice and learn throughout his life. A lot of work experience will determine or

show how the quality and productivity of a person at work. An employee or employee who has experience will have a positive impact on other employees in increasing morale (Hermawan, 2021a).

The Effect of Experience on Employer Branding, this is in line with research conducted by: (Wijaya, Wijaya, & Carlos, 2020), (Fitriadi, 2020), (Hermawan, 2021a), (Dewi, Saimima, Tobing, & Rezky, 2022), (Hermawan, 2022).

3. Effect of Communication on Employer Branding

The process of communication becomes a consequence in social relations. In society there are at least two people who are related to each other because relationships lead to social interactions. Openness and opportunity to communicate are important and very influential on employer branding (Hermawan, 2021b).

The Effect of Communication on Employer Branding, this is in line with research conducted by: (Rostini, Zuhdi, & Lantari Ayundhari, 2020), (Sari Permata & Alkaf, 2020).

Conceptual Framework

Based on the literature review and the discussion above, the researcher determines the conceptual framework as follows:

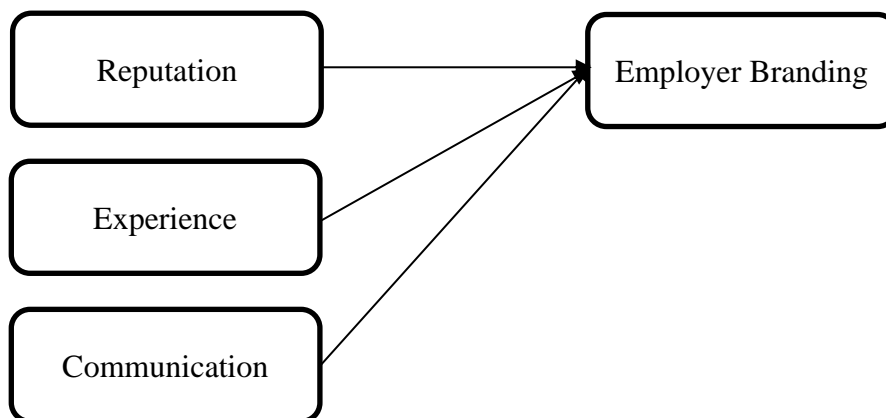


Figure 1. Conceptual Framework

Based on the conceptual framework above, Reputation, Experience and Communication affect Employer Branding. Apart from the 3 variables above, there are other variable factors that affect Employer Branding, namely:

- 1) Talent: (M Ridho Mahaputra & Saputra, 2021), (Dwinarko, D., Sulistyanto, A., Widodo, A., & Mujab, 2021), (Widodo, A., & Permatasari, 2020), (Irdaningsih, Parwoto, & Badawi Saluy, 2020), (Eka & Anik, 2020), (Wijayanti et al., 2020), (Saputra & Saputra, 2021).
- 2) Engagement: (Karsono, 2018), (A. Widodo, 2019), (Ali, Sastrodiharjo, & Saputra, 2022), (M Rizky Mahaputra & Saputra, 2021b), (Hazimi Bimaruci Hazrati Havidz, 2020), (Firdaus, 2020), (P. S. P. Kasman & Ali, 2022), (Kainde, Saimima, & Yurnal, 2021), (Yurnal & Ihsan, 2019), (Riyani, Sitanggang, & Novrian, 2008), (Sinaga, Madonna, & Novrian, 2020).
- 3) Value Proposition: (Karsono, B., & Syauket, 2021a), (Maharani & Saputra, 2021), (Saputra, 2022a), (Ilhamalimy & Mahaputra, 2021), (Karsono, B., & Syauket, 2021c), (I Istianingsih & Utami, 2009), (Aan Widodo, Rahmat Hidayat, Venus, & Suseno, 2018).
- 4) Recruitment: (Rony, Lubis, & Rizkyta, 2019), (M Rizky Mahaputra & Saputra, 2021a), (Hardiansyah, Soehardi, & Rony, 2019), (Istianingsih Istianingsih, 2016), (Karsono, B.,

- & Syauket, 2021b), (Aan Widodo, 2020), (Fahmi & Ali, 2022), (Saputro, Muhammad Havidz Aima, & Farida Elmi, 2020), (K. Kasman & Hamdani, 2021), (Apriyani, Roberta, Pribadi, & Ainun, 2022), (Anggit & Setyorini, 2022), (Supriyadi et al., 2019).
- 5) Attraction: (Saputra & Mahaputra, 2022), (Mukti & Istianingsih, 2018), (Rony, Lubis, Santoso, & Rizkyta, 2020), (Okta Pradita & Arifin Sitio, 2020).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on literature review, relevant research and discussion, the researcher concludes this research as follows:

1. Reputation affects Employer Branding
2. Experience affects Employer Branding
3. Communication affects Employer Branding

Recommendation

Based on the conclusion above, that the variables of Reputation, Experience and Communication have an effect on Employer Branding. For this reason, every employee needs to increase their experience, improve communication skills and have a good reputation in order to create Employer Branding.

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