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Research on Factors Affecting Employer Brand: Case of Trading Construction Investment Company Limited Loan Khai

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ABSTRACTS:

The research was conducted to explore factors affecting employer brand at Loan Khai Trading Construction Investment Co., Ltd. Based on the survey results with the research subjects being the team of managers and employees at the company, it shows that the factors of compensation policy (CS), relationships with colleagues (MQH), opportunities Career development (PTNN), opportunities to apply knowledge (UDKT), company reputation (DT), working environment (MTLV) have a positive influence. However, the factor of job interestingness (TTV) does not impact employer brand. From the above basis, the author offers a number of proposed solutions to enhance the employer brand of Loan Khai Trading Construction Investment Co., Ltd. to attract and retain talented people with hidden quality for the business. mine.

Keywords: Employer brand

1. Introduction

The fierce competition in today's volatile market has posed countless difficulties and challenges, forcing leaders to come up with rules and policies to recruit talented people to the business. The term employer brand was then formed, representing a business that promotes its outstanding and distinctive values, reaching out to competitors in the same industry, while attracting suitable potential talent. suitable for your business. According to Backhaus and Tikoo (2004); Barrow and Mosley (2005); Edwards (2010); Van Mossevelde (2010), building a strong employer brand also means building a company brand in the market. Recognizing that, employer branding is becoming a prerequisite for companies.

It can be said that the construction industry is one of the key factors in the economy, with the task of paving the way in the construction and development of the country. Therefore, the need for each business to find human resources also increases. The labor shortage is a barrier for businesses, affecting the competitiveness of the construction industry when entering the international construction market. Therefore, businesses in the field of construction investment need to have strategies to attract potential human resources, suitable for the business. Concluding from the above analysis, the author chose the topic: "Research on factors affecting employer brand: the case of Loan Khai Trading Construction Investment Company Limited."

2. Content

2.1. Research model and research hypothesis

2.1.1. Proposed research model

From the above overview, the authors inherited, synthesized and calibrated the employer brand scale with 7 factors including remuneration policy, co-worker relationships. career, career development opportunities, opportunities to apply knowledge, company reputation, interesting work, working environment. On this basis, the author proposes a research model:
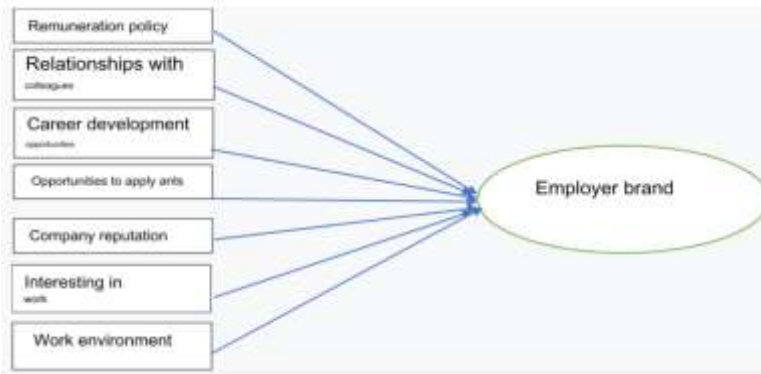
Source: Author's research results

2.1.2. Initial research hypothesis

Hypothesis H1: Remuneration policy has a positive effect on employer brand

Hypothesis H2: Relationships with colleagues have a positive influence on employer brand

Hypothesis H3: Career development opportunities have a positive influence on employer brand

Hypothesis H4: Opportunities to apply knowledge have a positive influence on employer brand

Hypothesis H5: Company reputation has a positive influence on employer brand

Hypothesis H6: Job interestingness has a positive effect on employer brand

Hypothesis H7: Work environment has a positive influence on employer brand

2.2. Research Methods

The project uses a mixture of qualitative and quantitative methods:

Qualitative research: The author collects information using drafting techniques

Quantitative research: Through online questionnaire surveys, data are processed using SPSS software.

Inheriting results from previous studies, the author has synthesized and adjusted the scale to suit the business context, shown in table 1:

Table 1: Measurement scale

Concept	Symbol	Source
Remuneration policy	CS1, CS2, CS3, CS4	Berthon et al (2005); Alniacik and Alniacik (2012), Uma and Metilda (2012)
Relationships with colleagues	MQH1, MQH2, MQH3, MQH4	Berthon et al (2005); Alniacik and Alniacik (2012), Uma and Metilda (2012)
Career development opportunities	PTNN1, PTNN2, PTNN3, PTNN4	Berthon et al (2005); Alniacik and Alniacik (2012), Uma and Metilda (2012)
Opportunity to apply knowledge	UDKT1, UDKT2, UDKT3, UDKT4	Berthon et al (2005); Alniacik and Alniacik (2012), Uma and Metilda (2012)
Company reputation	DT1, DT2, DT3, DT4, DT5	Sullivan (2004); Cable and Turban (2003)
Interesting in work	TTV1, TTV2, TTV3, TTV4, TTV5	Berthon et al (2005); Alniacik and Alniacik (2012), Uma and Metilda (2012)
Work environment	MTLV1, MTLV2, MTLV3, MTLV4, MTLV5	Alniacik and Alniacik (2012), Neetu Jain and Prachi Bhatt (2014)
Employer brand	THTD1, THTD2, THTD3	Berthon et al (2005); Alniacik and Alniacik (2012), Uma and Metilda (2012)

Source: Author's research results

After collecting 160 standard results for analysis using SPSS software, the author conducted Cronbach's alpha test, EFA factor analysis and linear regression analysis.

2.3. Research results

2.3.1. Test the reliability of the scale

Table 2: Results of Cronbach's Alpha analysis of variables

Observed variables	Average value if variable type	Variance ratio if variable eliminated	Coefficient of correlation of total variables	Cronbach's alpha coefficient if variables are eliminated
Remuneration policy: Cronbach's alpha = 0.807				
CS1	7.93	2.196	.631	.765
CS2	8.03	2.521	.652	.744
CS3	8.04	2.180	.691	.697
Relationships with colleagues: Cronbach's alpha = 0.840				
MQH1	11.28	5.071	.617	.821
MQH2	11.41	4.483	.702	.784
MQH3	11.41	4.670	.706	.783
MQH4	11.65	4.380	.674	.798
Career development opportunities: Cronbach's alpha = 0.858				
PTNN1	11.71	5.240	.640	.844
PTNN2	11.79	4.945	.720	.812
PTNN3	11.81	4.568	.769	.790
PTNN4	11.94	4.751	.686	.827
Opportunity to apply knowledge: Cronbach's alpha = 0.829				
UDKT1	11.80	4.060	.645	.792
UDKT2	11.82	4.212	.681	.774
UDKT3	11.72	4.380	.621	.800
UDKT4	11.82	4.313	.685	.773
Company reputation: Cronbach's alpha = 0.867				
DT1	15.19	7.402	.714	.832
DT2	15.54	7.382	.700	.836
DT3	15.38	7.368	.720	.831
DT4	15.48	7.597	.636	.852
DT5	15.27	7.493	.674	.842
Interesting in work: Cronbach's alpha = 0.850				
TTV1	15.22	7.505	.585	.839
TTV2	15.27	7.129	.676	.815
TTV3	15.53	6.779	.698	.809
TTV4	15.55	6.815	.732	.799
TTV5	15.44	7.895	.621	.831
Work environment: Cronbach's alpha = 0.837				
MTLV1	15.68	5.803	.680	.793
MTLV2	15.66	6.290	.617	.811
MTLV3	15.64	5,641	.674	.794
MTLV4	15.68	6.170	.548	.829
MTLV5	15.71	5.690	.683	.792
Employer brand: Cronbach's alpha = 0.810				
THTD1	7.78	2.486	.617	.782
THTD2	7.76	2.148	.675	.723
THTD3	7.82	2.095	.690	.706

Source: Author's research results

Table 3: EFA analysis for independent variables

Observed variables	Factor						
	1	2	3	4	5	6	7
DT1	.799						
DT2	.786						
DT3	.781						
DT5	.724						
DT4	.662						
MTLV1		.809					
MTLV3		.784					
MTLV2		.777					
MTLV5		.754					
MTLV4		.658					
MQH2			.801				
MQH1			.747				
MQH3			.728				
MQH4			.716				
UDKT3				.777			
UDKT2				.731			
UDKT4				.730			
UDKT1				.716			
TTV4					.800		
TTV1					.765		
TTV3					.729		
TTV2					.662		
PTNN4						.811	
PTNN3						.800	
PTNN2						.695	
CS2							.827
CS3							.703
CS1							.680
KMO = 0.860							
Cumulative percentage = 69.069%							
Accreditation Bartlett sig = 0.00							

Source:Author's research results

2.3.2. Test the research hypothesis using regression analysis

Table 4: Correlation between variables in the model

		THTD	PTNN	DT	TTV	MTLV	UDKT	CS	MQH
THTD	Pearson Correlation	1	.549**	.505**	.490**	.431**	.573**	.583**	.573**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000
	N	160	160	160	160	160	160	160	160

Source: Author's research results

Table 5: Assessment of model fit

| Model Summaryb					
Model	R	R^2	R^2 adjust	Estimate the standard deviation	Durbin-Watson
1	.775a	.601	.582	.46250	1.677
a. Forecast: (Constant),MQH, MTLV, DT, UDKT, TTV, PTNN, CS					
b. Dependent variable: THTD					

Source: Author's research results

Table 6: Results of multiple linear regression analysis

Model	Coefficients are not standardized		Normalization coefficient	t	Sig.	Multicollinearity	
	B	Standard deviation	Beta			Tolerance	VIF
(Constant)	-.728	.321		-2.266	.025		
PTNN	.129	.062	.138	2.078	.039	.600	1.666
DT	.143	.069	.134	2.060	.041	.622	1.609
TTV	.106	.066	.104	1.603	.111	.618	1.617
MTLV	.230	.068	.192	3.400	.001	.826	1.210
UDKT	.194	.071	.181	2.756	.007	.607	1.648
CS	.202	.067	.205	3.035	.003	.578	1.730
MQH	.179	.070	.175	2.542	.012	.553	1.810
a. Dependent variable: THTD							

Source: Author's research results

The regression results show that the TTV variable has Sig. = 0.111 > 0.05 proves that the independent variable TTV is not meaningful in the model. All remaining independent variables have an impact on the dependent variable because the t-test sig of each independent variable is less than 0.05, suitable for the regression model, so the author retains it for further analysis. The VIF coefficients of the independent variables are all less than 10, so no multicollinearity occurs

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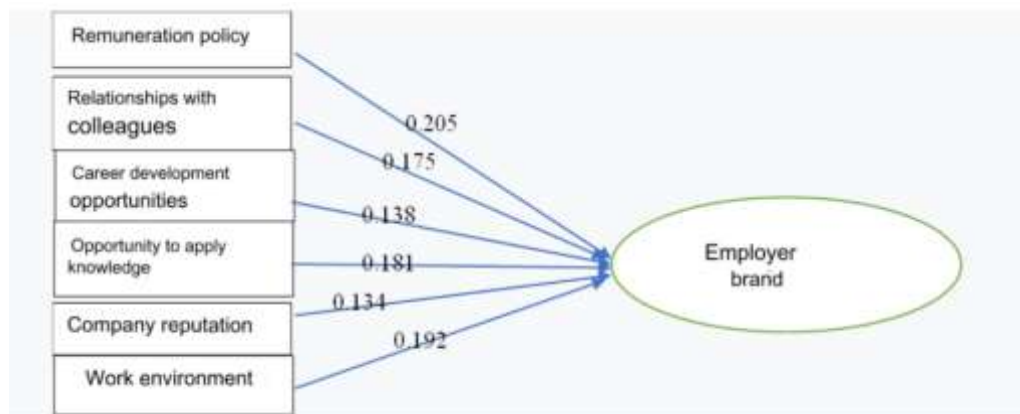
Source: Author's research results

2.4 Discuss and propose solutions

The factor "Remuneration policy" has the greatest impact on employer brand with the standardized coefficient β = 0.205. This is understood as when the "remuneration policy" increases by 1 unit, the employer brand increases by 0.205 units. The average evaluation score of the factor "remuneration policy" is at a good level (Mean= 4,000). This means that employees are quite satisfied with the company's remuneration policies. Observed variable CS4 (I gain experience working between different departments in the business) is rated lowest in the group with an average score of 3.56. Thus, the company needs to improve the problem of learning and working from different departments, creating opportunities for employees to expand their knowledge and gain valuable experiences from colleagues. . In addition, the company also needs to have remuneration policies at a higher level than the industry average to create a competitive advantage such as: additional insurance, vacation regime, creating conditions for employees to participate in other activities. entertainment, tourism, as well as basic allowances, etc. Because a reasonable remuneration policy will help workers maintain their lives in the best possible way, and is an effective tool for them to develop and contribute. devoted to work**.**

The second strongest impact on employer brand is the factor "Working environment" with standardized coefficient β = 0.192. That is, when the working environment increases by 1 unit, the employer brand increases by 0.192 units. The average score of the "working environment" factor is 3.28, higher than the set average. Thus, employees are quite satisfied with the company's working environment. To improve this factor, Loan Khai Trading Construction Investment Co., Ltd. needs to focus on the working environment, ensuring that physical conditions such as space, working equipment, and protective equipment meet standards. standards,... create working conditions that meet safety, comfort, and increase endurance in production labor. In addition, the company needs to meet strict labor hygiene rules, as well as flexibly arrange suitable working hours so that workers do not feel constrained and pressured.

The factor "Opportunity to apply knowledge" has the third influence on employer brand with standardized coefficient β = 0.181. That is, when "opportunity to apply knowledge" increases by 1 unit, employer brand increases by 0.181 units. The average evaluation score of employees with the factor "opportunities to apply knowledge" is 3,930, higher than the set average. Thus, employees are quite satisfied with the opportunity to apply the company's knowledge. To promote this factor well, Loan Khai Trading Construction Investment Co., Ltd. needs to create opportunities

so that workers can cultivate, learn, and apply their knowledge to their work in a comprehensive way. From there, improve and develop skills, while helping workers accumulate valuable experience at work. The company needs to consider organizing internal training sessions, giving employees the opportunity to share and exchange their own knowledge. In addition, managers also need to have accurate assessments of employees' capabilities so that they feel recognized and appreciated for their efforts in creating new, quality-oriented products. to customers.

The factor "Relationship with colleagues" has the next influence on employer brand with standardized coefficient $\beta = 0.175$. That is, when the relationship with colleagues increases by 1 unit, the employer brand increases by 0.175 units. The average evaluation score of employees with the relationship factor with colleagues is 3.8.13, higher than the set average. The company needs to encourage employees to express their opinions and difficulties encountered, thereby supporting, respecting and caring, creating a friendly and close relationship between superiors and subordinates. In addition, it is necessary to build good relationships between employees in the company. Promote relationships by creating a spirit of cooperation and mutual support through collective activities, etc. Because the company belongs to the construction industry and has the nature of production and chain labor, therefore, the The stages depend on each other, so cooperation is always needed to complete the product in the most perfect way.

Fifth is the factor "Career development opportunities" that affects employer brand with standardized coefficient $\beta = 0.138$. That is, when career development opportunities increase by 1 unit, employer brand increases by 0.138 units. The average evaluation score of employees with the career development opportunity factor is 3,930, higher than the set average. Thus, employees are quite satisfied with the company's career development opportunities. Loan Khai Trading Construction Investment Co., Ltd. needs to promote this factor by supporting and creating opportunities for workers to work in the right profession with appropriate goals, and at the same time, provide clear and transparent advancement opportunities. White. Encourage employees to equip themselves with more in-depth knowledge to improve their qualifications to help them achieve their goals and advance in their work.

Finally, the factor "Company reputation" affects employer brand with the standardized coefficient $\beta = 0.134$. That is, when company reputation increases by 1 unit, employer brand increases by 0.134 units. The average employee evaluation score for the company reputation factor is 3,843, higher than the set average. Thus, employees are quite satisfied with this factor. Loan Khai Trading Construction Investment Co., Ltd. needs to have clear strategies in ensuring prestige and reputation. Because a company has a good reputation, its employer brand is also enhanced. Managers need to encourage employees to promote and share good information about the company, continuously innovating, developing, and expanding scale along with the growth in the number of employees. Large scale with large investment capital represents a business with solid financial and economic potential, creating better employer brand competitiveness than small and medium-sized businesses.

The factor "Interesting in work" has the value Sig. > 0.05, no significant impact statistically at 95% confidence level, therefore removed from the research model. However, that does not mean that "work interestingness" does not affect employer brand. In fact, a boring job will make workers lose enthusiasm. Therefore, in the near future, companies need to aim for transformative work. In particular, employees will focus on developing expertise and gaining more knowledge to solve problems sensitively, while providing quality, creative products and services, increasing competitiveness. for businesses in the same industry in the market.

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