

ABSTRACT

THE INFLUENCE OF THE EMPLOYER BRANDING, EMPLOYEE MOTIVATION, EMPLOYEE JOB SATISFACTION TO THE EMPLOYEE PERFORMANCE OF THE SPECIAL HOSPITAL IN JAKARTA

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Special Hospitals are organizations that have Specific Human Resources Management style Human Resources in special hospital has specific challenges for handling the sick people so they need performance review to maintain patients safety and the quality of services provided. The purpose of this research is to understand the influence of the employer branding, employee motivation, employee job satisfaction to the employee performance of the special hospital in Jakarta This research is a quantitative research, using survey method conducted to the employee of the special hospitals that has a responsibility to patients care like nurses, pharmacist assistants Sample taken as a Purposive - Non probability Sampling and taken from 3 special hospital in Jakarta

Research result shows that there is no significant influence between employer branding to employee performance Employee motivation and employee job satisfaction have significant effect to the employee performance

Research key: Employer branding, employee motivation, employee job satisfaction, employee performance, special hospital.

Introduction

Paramedics have an important position in providing health services in hospitals, since 24-hour and continuous service is a distinct advantage over other types of services. These paramedics include paramedical and pharmaceutical personnel. Hospitals as institutions that have capital-intensive, labor-intensive and

technology-intensive nature must have paramedic personnel who perform well in order to support the hospital's performance in order to provide full-fledged health services to the community. Arofiati research results, and Wahyuni (2011) states that the hospital must have paramedical workers who perform well that will support the performance of the hospital so that patient satisfaction can be achieved.

The importance of paramedical personnel performance in achieving hospital service performance, it is necessary to examine the factors that can improve the performance of paramedical personnel to support the success of the hospital related to organizational behavior that is reflected in the classification of the hospital. Based on the Minister of Health No. 986 / Menkes / Per / 11/1992 public hospital services in Government Department of Health and Local Government are classified into class types A, B, C, D, and E (specialty hospitals) is based on the ability which is owned hospitals Indonesia.

Hospital of type E provides services Major in one area or a particular type of disease, based on disciplines, age groups, certain types of diseases. Specificity of the hospital depends on the organizational culture, work life balance, work environment and company brand that can improve performance, especially paramedics paramedics. It is of course greatly affect the dynamics of running an organization, because of health human resources are owned by the hospital will affect the different quality health services, especially health workers performance paramedics is the beginning of health care quality.

Paramedics performance is reflected in the secondary data RS Type E Special Heart with located in Jakarta 2016 are the optimization of human resources in the RS Type E Special Heart. Paramedics in the RS Type E Special Cardiac number 225 of the 362 health workers as a whole is 62% of the overall hospital health workers. Performance Type E Special Heart Hospital in 2016 that 55% BOR, LOS 5 days, TOI 12 days, 6.2% GDR, NDR 29. Whereas the standard value of the parameter of the Department of Health (2005) BOR ideal parameter value is 60-85% LOS 6 - 9 days, TOI 1 - 3 days, GDR <4.5% (<45/1000 patients out). Based on these performance data, the role of paramedic personnel is very important considering as much as 62% of health personnel are paramedical personnel as the

initial quality of hospital performance.

Performance paramedics are paramedics in implementing activities as well as possible an authority, duty and responsibility goals and objectives of the organizational unit. Performance of paramedical personnel becomes very important because it affects the performance of hospital work. Sein research results (2014) states that a performance measurement paramedic measured by an objective standard is open and can be communicated as a paramedic in the company's performance. Thus, if paramedical personnel are given the attention and appreciation of the superior, paramedical personnel will be more motivated to achieve achievement at a higher level.

The low quality of hospital performance can lead to efforts to maintain patient safety by paramedical personnel to be less than optimal. Improved hospital performance can be pursued by improving the performance of paramedical personnel to be more optimal. This is confirmed by research Johns (2013) who stated that the behavior of the paramedics is closely related to the organizational culture, work life balance, benefits and compensation, work environment and brand company that is part of employer branding. The performance level is also affected paramedics by job satisfaction. In the absence of job satisfaction, paramedics would work not as expected by the hospital then consequently the performance of paramedics being lowest, so the goal a maximum hospital will not be achieved. This is in line with research conducted by Philips (2015) that affect job satisfaction itif post on the performance of hospitals.

This is in line with what is described by Tsai et al, (2010) that satisfaction paramedics work to improve the work performance. Not only was the relationship between satisfaction and performance is also supported by the research of Dizgah et al (2012) suggested a link between job satisfaction and performance of paramedics, an association positively of satisfaction and the performance of paramedics means that if the more satisfied paramedics then the paramedics optimal performance in completing their tasks and responsibilities.

In completing the duties and responsibilities of paramedics must have the ability of paramedic personnel in carrying out their work in accordance with the

talent and expertise possessed. This is in accordance with Mahtis (2010) that the capability in accordance with its field can improve directly to the performance of paramedical personnel. Adequate facility support becomes the main tool in pouring the power of paramedics, as Jackson (2010) states that the provision of support from hospitals in the form of compensation such as supporting facilities, training, and knowledge development for jobs and awards in the form of financial and nonfinancial for paramedical personnel Affect the performance of paramedical personnel. This is supported by Elnaga (2013) that the training of paramedics who can periodically improve the work and performance of paramedics. Improved performance of paramedics based on organizational behavior that employer branding, Miles (2004) study that employer branding has a straight relationship with the behavior of the paramedics and often the image of the company to the company's organization resulting in increased performance of paramedics.

Positive organizational behavior is closely related to the motivation of paramedical personnel in performing tasks and authority that can improve the performance of paramedical personnel, as Zameer (2014) argues that the motivation of paramedical personnel in the form of job security, salary and compensation can directly improve the performance of paramedical personnel. The motivation of the working team as Irfan (2015) explains that the effects of work teams that are communicative and able to work together can lead to work motivation and can improve the performance of paramedical personnel. Similarly, the impact of workloads experienced by paramedical personnel based on Naseem (2011) explanation that the impact of excessive workload can reduce the performance of paramedical personnel.

Based on the background and the previous study, the team pe Scan to formulate the problem as follows: Is there an influence Employer branding on the performance of paramedics E-type hospital in Jakarta? Is there any influence Motivation to the performance of paramedical personnel E - type hospital in Jakarta? Whether there is influence job satisfaction on the performance of paramedics E-type hospital in Jakarta? Is there any influence simultaneously between employer branding, motivation, job satisfaction on the performance of

paramedics E-type hospital in Jakarta?

Contributions can be given by this study was to determine the effect of employer branding, motivation, job satisfaction on the performance of paramedics hospitals type E Jakarta.

The output of this research are:

- Research reports covering literature review, performance analysis and results prototypes.
- Publication of research results at scientific meetings or journals.

Library Studies and Hypotheses

Effect of Employer Branding the performance of paramedics Type E hospital in DKI Jakarta.

Employer branding can serve as a strategy to carry out the functions of human resource management. Further Backhaus and Tikoo (2004) to support the process of building a unique identity and corporate identity through employer branding. Emphasis is re-affirmed by Martin, (2008), which emphasizes the organization should aim to communicate as well as possible the identity of the company to the internal and external stakeholders for employer branding that good management should be reflected in all policies and activities of human resources In real terms. The success of a good employer branding can function actualize external reputation, internal communication, leadership, organizational values and Corporate Social Responsibility, service support, recruitment and induction, team management, performance appraisal, learning and development, rewards and recognition, and work environment.

Human performance resources is a term that came from the word Job Performance or Actual Performance meaning that the actual job performance or achievements reached Sese people. Performance Evaluation of Human Resources "Comparison Results achieved by role And labor unity of time (typically hourly) ". Furthermore Swifth (20 11: 9), suggests that: "Performance hospital paramedics

Type E in Jakarta (performance) is the work of paramedics and quantity achieved by someone paramedics Type E hospital in Jakarta in performing their duties in accordance with the responsibilities given to him ".

So performance Can be interpreted as the performance of an employee to the organization where he is shelter and is a combination of ability and effort made to mengahsilkan best performance.

The results of hypothesis testing and regression correlation approach produces positive effect on the employer's performance brand, Mohamed Wahba and Dalia Elmanadily (2015). And results pengujian with SEM approach resulted in employee branding has an influence on the performance of performance, Khanyapuss Punjaisri, Alan Wilson and Heiner Evanschitzky 2009. Based on previous empirically it can be presumed employer branding have an influence on performance hospital paramedic Type E in Jakarta.

Influence of motivation on k inerja Paramedic staff of Type E hospital in DKI Jakarta

Human performance resources is a term that came from the word Job Performance or Actual Performance meaning that the actual job performance or achievements reached Sese people. Performance Evaluation of Human Resources "Comparison of the results achieved with the participation of labor per unit time (usually an hour)". Furthermore Swifh (20 11: 9), points out: "The performance of paramedics hospital Type E in Jakarta (performance) is the work of seca ra cauldron bags and quantity achieved by someone paramedic hospital Type E in Jakarta in Perform his duties in accordance with the responsibilities given to him ".

The organization can see the performance of paramedical staff of Type E Hospital in Jakarta through performance dimension that is the result of work, behavior, nature and competence by firstly looking at the performance indicator that is productivity, service quality, responsiveness, responsibilitas, and accountability. Based on the theoretical study, it can be presumed that the motivation have an influence on performance.

The influence of job satisfaction on the performance of paramedics hospital Type E in DKI Jakarta

Federick Herzberg believes that the motivator or job satisfaction is in the work itself and gives the individual the desire to work and do a good job, Marquis & Huston (2012). Motivator is a source of job satisfaction related to the work content is what someone actually does in their job. According to the theory of two factors, the motivator is the key that relates to satisfaction, motivation and performance. Type a minimum motivational affiliate hence low job satisfaction will increase motivation and performance and when the motivation factor is great, then high job satisfaction will lead to motivation and performance, Schermerhorn, Hun, Osborn, & Uhl-Blen (2013). Further Robbins & Coulter (2012) explains that motivator factors consist of achievement of work, recognition, work itself, job responsibilities, promotional opportunities and possibilities develop in the organization.

Performa or the ability to work which is owned by someone, a good leader, paramedical staff Type E hospital in Jakarta, and others. Johns (2012) states that "the performance is an overview of the level of achievement of a n implementation of a program of activities or policies in realizing the goals, objectives, and mission organizations that poured through the strategic planning of an organization". Meanwhile, William (2012) argued that "paramedics hospital performance Type E in Jakarta is the result of the quality and quantity of work achieved by employees in carrying out their duties in accordance responsibilities given to him". This means that performance is an action that can be seen, observed and made possible to achieve the expected (goal). Performance can also be said as a combination of ability, effort and opportunity that can be judged from the results of his work obtained during a certain period of time. Work satisfaction reflect one's feelings toward his work. It's an impact in attitude positive paramedics Type E hospital in Jakarta to work and everything encountered in the work environment. It can be concluded that job satisfaction is a key driver of morale, discipline and performance in supporting the realization of organizational goals. This is in line with research conducted by Sununta Siengthai Patarakhuan Pila-Ngarm, (2015) resulted in job satisfaction have an influence on employee performance.

Based on previous research and theory study, it can be assumed that job satisfaction have an influence on performance.

Employer branding influence, motivation, job satisfaction On the performance of paramedical personnel

Employer branding strategy can be regarded as a tool that can IMPRO ability of companies in the market through the company's focus in how they identify their company in the labor market by acting as employers of paramedic hospital in Jakarta E type - hospital paramedics Type E in Jakarta.

Employer branding can serve as a strategy to carry out the functions of human resource management. Further Backhous and Tikoo (2004) to support the process of building a unique identity and corporate identity through employer branding. Emphasis is re-affirmed by Martin, (2008), which emphasizes the organization should aim to communicate as well as possible the identity of the company to the internal and external stakeholders for employer branding that good management should be reflected in all policies and activities of human resources In real terms.

The success of a good employer branding can function actualize external reputation, internal communication, leadership, organizational values and Corporate Social Responsibility, service support, recruitment and induction, team management, performance appraisal, learning and development, rewards and recognition, and work environment. The results of another study conducted by Mohamed Wahba and Dalia Elmanadily, 2015; Bernard Kunerth and Richard Mosley, 2011 shows that, Employer branding is a major contribution to the organization because it is through employer branding can improve the performance of paramedics Type E hospital in Jakarta, increase job satisfaction and hospital paramedics engagement Type E in Jakarta.

Image influenced the attitude and involvement of hospital paramedics Type E in Jakarta through a proprietary brand image promoted by the culture of an organization. Further Minchinton (2014) explains that the internalization process performed on the paramedic hospital Type E in Jakarta regarding the brand image

desired can be used as a process to motivate paramedic hospital Type E in Jakarta can project image it to the customer and Other parties involved in the organization). In other words, the behavior reflected by the paramedic staff of Type E Hospital in DKI Jakarta is one of the goals expected by the organization to the paramedic staff of Type E Hospital in Jakarta. When this happens and organizations working to facilitate change the behavior of the paramedics hospital Type E in Jakarta is the desired behavior by organisasi the employee branding will improve performance and attachment paramedics hospital Type E in Jakarta terse but to the organization where paramedics hospital Type E in Jakarta is working. This was confirmed by research conducted by Na rumon Kimpakorn, Gerard Tocquer, 2009; Ceridwyn King and Debra Grace, 2010 namely employee branding has an influence on employee performance.

Job satisfaction is one of the important factors that affect the satisfaction of life, because most of the human time is spent in the workplace. William (2013: 295) "job satisfaction is a person's perspective both positive and negative about his work". While Paul (2014: 73) states that "crimes satisfaction to be a problem that is quite interesting and important, because it proved beneficial for the individual, industry and society". For individuals, research on the causes and sources of job satisfaction allows for the promotion of their happiness. For industry, research on job satisfaction is done within order business and the effect of increased production costs through improved attitudes and behavior of hospital paramedics Jakarta Type E in her. Furthermore, the community will certainly enjoy the maximum capacity of the industry and the increase of tilapia i man in the context of the work.

Job satisfaction reflect one's feelings toward his work. It's an impact in attitude positive paramedics Type E hospital in Jakarta to work and everything encountered in the work environment. It can be concluded that job satisfaction is a key driver of morale, discipline and performance in supporting the realization of organizational goals. This is in line with research conducted by Sununta Siengthai Patarakhuan Pila-Ngarm, (2015) resulted in job satisfaction has an influence on knerja.

Performance is a stable psychological state and is the result of interaction

between an individual with the right individual working environment, Thomas (2012). Gobe (2011) gave an opinion that the idea multidimensi engagement. This is in line with what is said by Steven (2012) also mentions that engagement is a construct that paramedics see the difference between Type E hospital in Jakarta multidimensional where engagement is not only emotional but also physical and cognitive. Each company has different indicators in assessing the performance of the hospital paramedics Type E in Jakarta him. In general related to performance, namely accuracy work; carefulness work; h acyl work produced; attendance; Company regulations; Free time worked; Working together; communication; The participation / participation.

Based on the theoretical study and empirically n preceding it can be expected there are p engaruh employee branding, motivation, satisfaction of paramedics working on the performance of Type E hospital in Jakarta.

RESEARCH METHOD

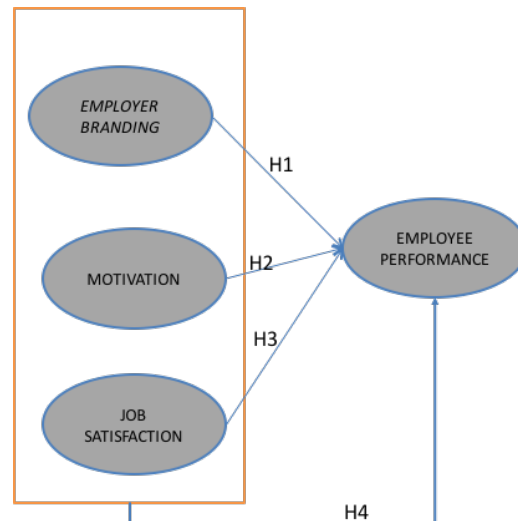
Population

N Advanced Research was conducted at the Hospital of Special E Type of Heart in Jakarta with a population of nurses and pharmacy as the object of his research. The population in the hospital's Cardiac special type E 250 people.

Sample

This research is using samples non-probability sampling aimed only at certain respondents as the research object. In this research, the sample of research is 30 people from nurse and pharmacy.

Research Concept



Picture 1 : Research Concept

Resource : Research, 2016

Research hypothesis

1. Ho : Variable employer branding does not affect the performance of the employees in the hospital type E in Jakarta

Ha : Variable employer branding affect the performance of the employees in the hospital type E in Jakarta
2. Ho : Employee motivation variable has no effect on employee performance in type E hospital in DKI Jakarta

Ha : Employee motivation variable has an effect on to employee performance in type E hospital in DKI Jakarta
3. Ho : Employee satisfaction variable has no effect on employee performance in type E hospital in DKI Jakarta

Ha : Employee satisfaction variable has an effect on to employee performance in type E hospital in DKI Jakarta

4. Ho : Variable employer branding, employee motivation, employee satisfaction simultaneously does not affect the performance of the employees in the hospital type E in Jakarta

Ha : Variable employer branding, employee motivation, employee satisfaction simultaneously affect the performance of employees in the hospital type E in Jakarta

RESULT AND DISCUSSION

Characteristics Respondents often time show Trend response in answered question Research. Table below provide Characteristics data Respondents basic types age, gender education, and long work.

Tabel 1 Responden Characteristic

Karakteristik Responde		Total Person	Persentase (%)
Gender :	Man	14	44
	Woman	16	56
Age:	< 20 years old	3	12
	20 – 30 years	19	76
	>30 years old	8	15
Education:	High School	2	8
	Diploma	17	68
	Degree	4	16
	(NERS)	7	9
Long Work:	< 5 years	10	40
	5 – 10 year	13	52
	> 10 year	7	8

(Resource: Hospital Heart Special type E DKI Jakarta, Oktober 2016)

Based on the Table 1, Visible h ba wa from total 30 sample Respondents in research This, co m position re sponden Based on demographics Respondents is as following. (1) Type gender: respondents have a lot of is Employees man are 14 person (44%), while women are 16 people (56%) (2) age: Respondents most Located in Range Age 21 - 30 year y aitu 19 ora n g (76%); while age in under 20

years as many as 3 people (12%) and d Top 30 year as much 8 person (15%). (3) Educator's: the respondent a lot of diploma are 17 person (68%), after another Graduates Scholar 4 person (16%), Profession (NERS) 7 person (9%), and SPK 2 person (8%). (4) Long work: Respondents the many is Employee with age work between 5 - 10 years are 13 person (52%); to long work job in under 5 years there is 10 person (40%) and in on 10 year are 7 person (8%).

Validity test

Test Validity do for know level Validation from instruments are (questioner) is used long collect data is Obtained the way Correlate each score variable answers respondent with total score Each variable. then either asks Results correlation compared with value critical on Level significant 5%. High Low Validity instrument Show so far data is collect deviate. describe about variable Referred to described in Table 2 following:

Table 2 Validity Test

Number	R calc					
	X1	Ket.	X2	Ket.	X3	Ket.
1	.703	Valid	.619	Valid	.579	Valid
2	.687	Valid	.459	Valid	.062	Tidak Valid
3	.610	Valid	.485	Valid	.488	Valid
4	.685	Valid	.398	Valid	.790	Valid
5	.478	Valid	.646	Valid	.579	Valid
6	.431	Valid	.746	Valid	.472	Valid
7	.088	Tidak Valid	.449	Valid		
8	.703	Valid	.719	Valid		
9	.802	Valid	.803	Valid		
10	.482	Valid	.622	Valid		
11			.626	Valid		
12			.577	Valid		
13			.518	Valid		
14			.455	Valid		
15			.123	Tidak		

(Sumber: result processing data primer, 2016)

Test Reliability

Reliability testing is used to see the reliability of each instrument used with the coefficient cronbach alpha. Ghozali (2005) explains that a construction or variable is said to be reliable if it gives a cronbach alpha value greater than 0.7. From the test result using SPSS version 19 statistic program, cronbach alpha value for each research variable can be seen in Table 3 as follows.

Tabel 3 Reliability Test

Variabel	Cronbach Alpha	>/<	Limit	Decision
Employer Branding	0,744			Reliabel
Motivation	0,849	>	0,7	Reliabel
Job Satisfaction	0,852			Reliabel

(Sumber: hasil pengolahan data primer, 2016)

Test of Regression Equation Analysis

Regression analysis is used to determine the preference of the influence of variables motivation, satisfaction, and employer branding on employee performance. Based on statistical data, the following summary of output of calculation results is obtained.

Tabel 4 Score Coeficient Regression

Variabel *)		
Konstanta	14,165	0,000
Employer Branding	0,119	0,445
Motivation	0,355	0,008
Job Satisfaction	0,557	0,191

*) Dependent Variab: Perform

(Resource: Result data Processing statistic, 2016)

From the table above can be seen the regression equation becomes $Y = 14,165 + 0,119X_1 + 0,355X_2 + 0,557 X_3$.

The explanation is as follows. First, if all independent variables have a value of 0, the performance value has a value of 14.165. It means that performance variable still has value even though employer branding variable, work motivation and job satisfaction have no value. Second, the employer branding coefficient value of 0.119. This means that every increase in employer branding, employee performance changed to 0.119. The significance value of 0.445 shows that there is no relationship between employer branding and employee performance. Third, the value of work motivation coefficient of 0.355. This means that every increase in employer branding, employee performance changed to 0.355. The regression coefficient of work motivation with significance (p-value) 0,008 indicates that there is correlation between work motivation and employee performance. Fourth, the value of job satisfaction coefficient of 0,557. This means that every increase in job satisfaction 1, employee performance changed to 0,557. Regression coefficient with significance 0,005 indicate there is positive influence of job satisfaction to employee performance.

From the regression model equation it can be seen that the value of regression coefficient of job satisfaction is greater than the regression coefficient of employer branding variable and work motivation. It can be said that performance is more influenced by job satisfaction, then the next variable of motivation. The regression equation model can be used to explain employee performance based on job satisfaction and work motivation. Any increase in work motivation will affect employee performance of 0.355 and job satisfaction will affect employee performance of 0,557. While based on employer branding variable can not be predicted, considering the level of employer branding variable that is low, so it has not been able to improve performance maximally.

Correlation Test

Table 5 below describes the results of correlation test of work motivation, job satisfaction, and work attitude toward performance variables.

Tabel 5 Correlation Score dan R Square (R^2) To Performance Variable

Variabel*)	R	R^2	p-value	Exp
Employer Branding	0,155	0,024	0,057	Not Signifikan
Motivation	0,522	0,272	0,002	Signifikan
Job Satisfaction	0,537	0,288	0,001	Signifikan

(Resource: Result Data Processing Statistic, 2016)

Based on Table 5 above can be explained as follows. Employer branding variable has correlation coefficient (r) 0,155 or only 2,4% employee performance influenced by employer branding. This shows how low the level of employer branding on employees. Work-life balance factors are still a major factor in employee dissatisfaction. Whereas employer branding is a condition of work culture that is in line with the vision and mission of the company that should be able to improve employee performance. Conversely, if the employee job satisfaction is low, it will cause adverse consequences to the company's goals so that it can not compete with other companies.

Job motivation variable has correlation coefficient (r) 0,522 or 27,2% employee performance influenced by work motivation. This shows the employee's motivation is not optimal, so the effect on employee performance is also not optimal. There are several factors that may cause work motivation is not optimal, such as physical factors in the form of minimum wages are still low, the need for guarantee, minimal appreciation, or low for self-actualization.

Job satisfaction variable has correlation coefficient (r) 0,537 or 28,8% employee performance influenced by job satisfaction. The high influence of job satisfaction on performance compared to motivation variable and employer branding reflects a positive trend in responding to work environment condition or

atmosphere as well as respect towards management at work place or other internal or external factors.

Determenation Coefficent Test

Based on the calculation of statistical analysis of multiple regression using SPSS version 19 statistical program, obtained the coefficient of correlation coefficient and R square value, as follows.

Table 6 Value of Combined Correlation Coefficient and R Square

Variabel	R	R²	p-value	Exp
Employer branding, motivation & Job Satisfaction	0,661	0,437	0,000	Signifikan

(Resource: Result Data Processing Statistic, 2016)

The combined effect of employer branding, motivation and employee satisfaction on employee performance is strong. The magnitude can be seen from the value of R square 0.437 or 43.7% employee performance can be explained or influenced by the three variables employer branding, motivation and employee satisfaction. While the remaining 56.3% influenced by variables outside the three independent variables mentioned earlier.

From the result of the contribution of the three variables of employer branding variable, employee motivation and satisfaction to this performance should be the record of X Type E Hospital management in Jakarta that the employee's performance is least paid attention. However, employee well-being is an important factor in ensuring that the overall performance of the company can increase. With a better livelihood guarantee can be a trigger for better work.

Simultaneous Test (F Test)

From the calculation of SPSS obtained output table as follows.

Table 7 Statistical Test Results F (F test)

Independent Variable	Dependent Variable (Employee Performance)			Exp
	F hitung	F tabel *)	P-value	
Employer branding, motivation & Job Satisfaction	84,585	3,89	0,000	Very Significant

(Resource: Data Processing Statistic 2016)

Based on Table 7, the F value of 84,585 > F table 3.89 or reject the null hypothesis and accept the alternative hypothesis which states that employer branding, motivation and employee satisfaction simultaneously affect the performance of employees. That is, the rise and fall of employee performance depends on employer branding, motivation and employee satisfaction of the employees at X Type E Hospital special heart, Jakarta.

Partial Test (t test)

Statistical test t is performed to test the significance of the relationship between independent variables with partially bound variable, the data obtained as follows.

Table 8 Result Staitistic t test (Uji t)

Independent variable	Dependent Variable (Employee Performance)			Keterangan
	T Calc	T table*)	P-value	
Employer branding	0,778		0,445	No Significant
Motivation	2,943	2,048	0,008	Significant
Job Satisfaction	3,159		0,005	Significant

(Resource: Result Data Processing Statistic, 2016)

*) The t value of the table was obtained based on the sample number of 30 respondents, and the degree of freedom $n - 2 = 30 - 2 = 28$, then at the 5% alpha tolerance for one-tailed research obtained t value = 2.048.

Based on Table 8, it can be explained that hypothesis 1 test, employer branding has t count 0.778 or smaller than t table 2.048 with probability (p-value) 0.445 or reject the alternative hypothesis and accept the null hypothesis that employer branding variable has no effect on performance Employees. Hypothesis 2 test, employee motivation variable has t count 2,943 or bigger than t table 2,048 with value of significance (p-value) equal to 0,008 or means reject the null hypothesis and accept alternative hypothesis which stated employee motivation variable influence to employee performance. Test of hypothesis 3, employee satisfaction variable has t count 3.159 or greater than t table 2.048 with significance value equal to 0.005 or means reject the null hypothesis and accept the alternative hypothesis which states employee satisfaction variable have a positive effect on employee performance.

The findings of this study confirms that of the three independent variables studied only variable employee motivation and employee satisfaction that have a positive influence on employee performance. While employer branding variable has no positive effect on employee performance. This indicates that work life balance has not been created in RS Type E special Heart of Jakarta is balanced in accordance with the workload of each employee.

While the influence of employee motivation and employee satisfaction have a positive effect on employee performance can be explained that employees tend only to respond to the pleasant things from workplace condition. The existence of satisfaction in the work environment such as the incentives of hospital policy makes the employees to compete to improve its performance. Similarly, employee motivation, here employees still have the motivation to keep working as an employee at the hospital according to management standards, there is a sense of fun to work and feel no other choice but to work in the workplace now.

The results of this study can be interpreted by the management of Hospital X type E Jakarta by considering some limitations. First, the data collected only from hospital type E, Jakarta, so that it can not reflect the perception of employees in every hospital as a whole. Second, research is done at some position or part in this research on nurse and pharmacy so that conclusion of research result can not be generalized at all position. Thirdly, the variables included do not necessarily reflect the main factors of respondents' assessment. In addition, this study is not a detailed experimental study, so it is possible to have unidentified variables or unwanted variables according to respondents' perceptions. Therefore, further research might be able to consider research recommendations to draw a more convincing causal conclusion.

CONCLUSION

The first hypothesis shows that there is no influence of employer branding on employee performance, so the first hypothesis is not proven. The results of this study are not in line with research conducted Minchington (2013) that employer

branding effect on employee performance. Employee branding does not affect employee performance is due to the low work of balance in the work environment.

Based on the results of research and discussion can be summed up some things as follows. The second hypothesis proves a positive influence between employee motivation on employee performance in Hospital heart special type E. The result of this research is in line with research conducted by Sharma and Bharti (2012), which in his research mentioned there is influence of employee motivation to the performance (productivity) in private company. The existence of motivational influence is supported from the responses of employees primarily due to factors of physical needs. The reason for this physical need is considered an essential need for employees who can spark the excitement to continue working.

The third hypothesis proves the positive influence of employee satisfaction on employee performance. In this case salaries and rewards that make employees better in their performance. The better the rewards and incentive components, the better the quality of the employees. The results of this study are in line with the opinion of Kenneth (2011) which explains employee satisfaction with the form of financial facilities will have an important role in improving employee performance.

The fourth hypothesis shows a combined effect on employee performance, and from partial statistical test results, proving that only variable.

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