

**EFFECTS OF EMPLOYER BRANDING ON EMPLOYEE LOYALTY: A
STUDY OF NATIONAL ENGINEERING AND TECHNICAL COMPANY
LIMITED, LAGOS STATE.**

**OKI, TOKONI TEMITOPE
(19PAC02226)**

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LIMITED, LAGOS STATE.**

BY

**OKI TOKONI TEMITOPE
(19PAC02226)**

B.Sc Public Administration, Babcock University, Ilishan-Remo

**A DISSERTATION SUBMITTED TO THE SCHOOL OF POST GRADUATE
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UNIVERSITY.**

JULY, 2022

ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfilment of the requirements for the award of Masters of business Administration Degree in Industrial Relations and Human Resource Management in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Nigeria.

Mr. Taiwo B. Erewunmi
(Secretary, School of Postgraduate Studies)

Signature and Date

Prof. Akan B. Williams
(Dean, School of Postgraduate Studies)

Signature and Date

DECLARATION

I, **OKI, TEMITOPE TOKONI (19PAC02226)**, declares that this research was carried out by me under the supervision of **Prof. Anthonia A. Adeniji** of the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun state, Nigeria. I attest that this dissertation has not been presented either wholly or partially for the award of any degree elsewhere. All sources of data and scholarly information used in this thesis are duly acknowledged.

OKI, TEMITOPE TOKONI

Signature and Date

CERTIFICATION

We certify that this dissertation titled **“EFFECTS OF EMPLOYER OF BRANDINGEMPLOYEE LOYALTY: A STUDY OF NATIONAL ENGINEERING AND TECHNICAL COMPANY LIMITED, LAGOS STATE.”** is an original work carried out by **OKI TEMITOPE TOKONI (19PAC02226)**, in the Department of Business Management, College of Management and Social Sciences, Covenant University, Ota, Ogun State, Nigeria, under the supervision of **Prof. Anthonia A. Adeniji**. We have examined and found this research work acceptable as part of the requirements for the award of Masters of Science (M.Sc.) Degree in Industrial Relations and Human Resource Management.

Prof. Anthonia A. Adeniji
(Supervisor)

Signature and Date

Prof. Anthonia A. Adeniji
(Head of Department)

Signature and Date

Prof. Akanji O. Bankole
(External Examiner)

Signature and Date

Prof. Akan B. Williams
(Dean, School of Postgraduate studies)

Signature and Date

DEDICATION

This research work is dedicated to God Almighty, the giver of life, wisdom and knowledge, who provided supernaturally all through this program.

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ABBREVIATIONS

AC – Affective Commitment
AVE - Average Variance Extracted
CC – Continuous Commitment
CEO- Chief Executive Officer
CSR - Corporate Social Responsibility
CPI – Climate Policy Integration
DV -Development Value
EC - Employee Commitment
ECV – Economic Value
EnPI – Energy Policy Integration
EPI – Environmental Policy Integration
EU – European Union
EVP -Employee Value Proposition
FMCG – Fast Moving Consumer Goods
IGO – Intergovernmental Organizations
IT – Information Technology
IQ – Intelligence Quotient
NC – Normative Commitment
NETCO – National Engineering and Technical Company Limited
OC- Organizational Commitment
POS – Perceived Organisational Support
POS - Positive Organisational Scholarship
PSYV – Psychological Value
SME – Small and Medium Enterprise
TQM – Total Quality Management
SET - Social Exchange Theory
SEM – Structural Equation Model
SPSS - Statistical Package for Social Science

ABSTRACT

This research examined the effects of employer branding on employee loyalty: A study of National Engineering and Technical Company Limited, Lagos State. The general objective of this study is to examine the effects of employer branding on employee loyalty. The study focuses on the developing field of employer branding and explains the fundamental aspects of employer branding to ensure that its practical worth can contribute positively to the employees. Just a few organizations make use of employer branding to promote employee loyalty. The management of various industries is looking for strategies to motivate their staff to stay with their company. As a result, businesses are utilizing various methods to encourage employees and management to be dedicated to and actively participate in the organization. The methodology adopted was quantitative research which was used to collect primary data through the administration of 120 copies of the questionnaire, 115 were collated for analysis from the employees of NETCO, Lagos, Nigeria. The analysis was done using regression analysis to test the hypotheses using SMART_PLS and Statistical Package for Social Sciences (SPSS) for the descriptive analysis. The findings of the study suggested a significant relationship between all employer branding variables and that of employee loyalty. Therefore, the findings showed that four hypotheses are significant influence on all variables tested. Employees are the main factor of an organization and the success or failure of the organization is attributed to the performance of the employees. To improve employee loyalty, employers should be more proactive and strive to be more creative and imaginative in order to contribute their fair share through their job and talent.

Keywords: Employer branding, employee loyalty, employee commitment, employer value.