

# Analisis pengaruh aktivitas employer branding dan perceived job attributes terhadap keinginan untuk melamar kerja pada Unilever = The effect of employer branding activities and perceived job attributes to intention to apply on unilever indonesia

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dari aktivitas employer branding perusahaan yang terdiri dari tiga dimensi (publicity, word of mouth endorsement, dan advertising) dan perceived job attributes of employer image yang terdiri dari tiga dimensi (working atmosphere, career opportunities, work-life comfort, task attractiveness, dan payment attractiveness) terhadap niat untuk melamar kerja pada Unilever Indonesia. Data penelitian ini diambil dari 222 sampel mahasiswa aktif S1 FEUI tingkat akhir dengan menggunakan kuesioner. Hasil dari penelitian menunjukkan bahwa publicity berpengaruh signifikan terhadap tiga dimensi perceived job attributes yaitu career opportunities, task attractiveness, dan payment attractiveness, word of mouth endorsement tidak berpengaruh terhadap satupun dimensi perceived job attributes, advertising berpengaruh terhadap seluruh dimensi perceived job attributes. Sementara itu diantara kelima aspek perceived job attributes, yang menunjukkan pengaruh signifikan terhadap niat untuk melamar kerja hanya task attractiveness dan payment attractiveness, sedangkan working atmosphere, career opportunities, dan work-life comfort tidak memberikan pengaruh signifikan.

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The aim of the research is to study the impact of employer branding activities which has three dimensions (publicity, word of mouth endorsement, and advertising) and perceived job attributes consist of five dimensions (working atmosphere, career opportunities, work-life comfort, task attractiveness, and payment attractiveness) to intention to apply on Unilever Indonesia. The data were collected from 222 sample of FEUI students who were on their final year of study. The result showed that publicity significantly affect three out of five dimensions of perceived job attributes, those were career opportunities, task attractiveness, and payment attractiveness. Word of mouth endorsement did not affect any of the dimensions, and advertising significantly affected all of the perceived job attribute dimensions. Among all of the perceived job attributes dimensions, only task attractiveness and payment attractiveness significantly affected intention to apply, while the other three, working atmosphere, career opportunities, and work-life comfort did not have any significant effect.