

Pengaruh employer branding dan efektivitas penggunaan situs karir terhadap intention to apply dengan daya tarik organisasi sebagai variabel mediasi pada gen Y (studi kasus PT. Unilever Indonesia) = The effect of employer branding and career employment website effectiveness toward intention to apply with attraction to organization as a mediated variable in gen Y (case study of PT. Unilever Indonesia)

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Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh dari employer branding dan efektivitas penggunaan situs karir terhadap intention to apply dengan daya tarik organisasi sebagai variabel mediasi yang dilihat pada PT. Unilever Indonesia. Penelitian ini juga memasukan karakteristik generasi Y yang diindikasikan memiliki karakteristik yang berbeda dengan generasi lainnya. Responden penelitian berjumlah 160 orang yang merupakan mahasiswa tingkat akhir Fakultas Ekonomi dan Bisnis Universitas Indonesia. Metode penelitian menggunakan metode kuantitatif dengan analisis Structural Equation Model (SEM). Alat ukur yang digunakan pada penelitian ini adalah Employer Branding oleh Alniacik dan Alniacik (2008) yang sudah diterjemahkan. Selanjutnya, alat ukur untuk sikap terhadap situs karir beserta daya tarik organisasi dan intention to apply diadaptasi dari alat ukur yang tercantum dalam jurnal mengenai efektivitas penggunaan situs karir perusahaan oleh Birgelen, Wetzels, Dolen (2008). Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh employer branding dan overall attitude toward corporate employment website terhadap intention to apply yang dimediasi penuh oleh variabel daya tarik organisasi.

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This study aims to determine the effects of employer branding and the effectiveness of career employment websites toward intention to apply with attraction to organization as a mediating variable that is seen in PT. Unilever Indonesia. This study also includes the characteristics of Generation Y which are indicated as having different characteristics from other generations. The respondents numbered 160 people who are final year students of the Faculty of Economics and Business, University of Indonesia. The research method uses quantitative methods to the analysis of Structural Equation Model (SEM) using Lisrel application. Measurement instrument used in this study is the Employer Branding by Alniacik and Alniacik (2008) which has been translated, then the measuring instrument's attitudes towards career website along with the attraction to organization and intention to apply adapted from measurement instrument that listed in the journal regarding the effectiveness of using career websites by Birgelen, Wetzels, Dolen (2008). Results from this study showed that the attraction to organization mediate the full effect of employer branding and overall attitude toward corporate employment website towards the intention to apply.