

Pengaruh sikap generasi millennial terhadap employer attractiveness berbasis Corporate Social Responsibility (CSR): Studi Pada PT. Pertamina (Persero) = The effect of millennial generation attitudes towards employer attractiveness based on Corporate Social Responsibility (CSR): Study at PT. Pertamina (Persero)

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Abstrak

Tanggung jawab sosial perusahaan telah menjadi elemen penting bagi perusahaan terkait *employer branding*. Dampak dari *employer branding* (EB) perusahaan bergantung pada bagaimana penerima informasi menafsirkan pesan atau impresi yang perusahaan lakukan. Penelitian ini bertujuan untuk menguji pengaruh sikap generasi *millennial* sebagai pencari kerja terkait kegiatan CSR terhadap daya tarik organisasi berbasis CSR. Peneliti melakukan studi empiris di Indonesia, mengumpulkan data dari sampel *millennials* yang berasal dari tiga universitas ternama. Data yang diperoleh diolah menggunakan SPSS, kemudian di analisis menggunakan model regresi sederhana. Hasil penelitian menunjukkan bahwa sikap generasi *millennial* terkait *Corporate Social Responsibility* memiliki pengaruh terhadap *Employer Attractiveness* berbasis *Corporate Social Responsibility*.

Corporate social responsibility has become an important element for companies related to employer branding. The impact of a company's employer branding depends on how the recipient of the information interprets the message or impression from the company. The aim of this research is to examine how millennial job seekers' attitudes toward CSR influence CSR-based employer attractiveness (EA). This research conducted an empirical study in Indonesia, collecting data from Millennials who came from the top three universities. The data processed using SPSS, then analyzed using regression model. The results indicates that the attitude of the millennial generation has an impact on CSR-based employer attractiveness.