

# Pengaruh persepsi person-organization fit terhadap organizational attractiveness: Peran mediasi employer branding dan use of social media = The effect of perceived person-organization fit on organizational attractiveness: mediating role of employer branding and use of social media

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi person-organization fit terhadap organizational attractiveness baik secara langsung maupun dimediasi oleh employer branding dan use of social media. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan cross-sectional design dan metode purposive sampling untuk mengumpulkan data primer. Sampel dalam penelitian ini diperoleh dari 311 Mahasiswa Strata 1 dan Strata 2 di Indonesia dan pengolahan data dilakukan dengan menggunakan metode Structural Equation Modelling (SEM). Hasil penelitian ini menunjukkan bahwa persepsi person-organization fit memiliki pengaruh negatif terhadap organizational attractiveness, namun persepsi person-organization fit memiliki pengaruh positif terhadap employer branding dan use of social media. Kemudian employer branding dan use of social media ditemukan memiliki pengaruh positif terhadap organizational attractiveness. Sehingga employer branding dan use of social media memediasi pengaruh persepsi person-organization fit terhadap organizational attractiveness secara penuh. Selain itu, employer branding juga ditemukan memiliki pengaruh negatif terhadap use of social media.

.....he study aim to discover the effects of perceived person-organization fit on organizational attractiveness both directly and mediated by employer branding dan use of social media. This study uses a quantitative approach with cross-sectional design and purposive sampling method to collect primary data. Sample was obtained from 311 Undergraduate and Graduate Students in Indonesia while data is analyzed using Structural Equation Modelling (SEM). Result indicates that perceived person-organization fit has a negative effect on organizational attractiveness, but perceived person organization fit has a positive effect on employer branding and use of social media. Afterward employer branding and use of social media was found to have a positive effect on organizational attractiveness. Which means employer branding and use of social media fully mediate the effect of perceived person-organization fit on organizational attractiveness. In addition, employer branding was also found to have a negative effect on use of social media.