

# Analisis Pengaruh Environmental Reputation terhadap Job Pursuit Intention: Peran Mediasi Organizational Attractiveness dan Organizational Prestige (Studi Empiris Pada Generasi Z Indonesia) = The Effect of Environmental Reputation on Job Pursuit Intention: The Mediating Role of Organizational Attractiveness and Organizational Prestige (Empirical Study on Indonesia Generation Z)

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## Abstrak

Penelitian ini bertujuan untuk memahami pengaruh environmental reputation terhadap job pursuit intention yang dimediasi oleh organizational attractiveness dan organizational prestige pada generasi Z Indonesia. Penelitian kuantitatif ini menggunakan metode convenience sampling dan cross-sectional design dengan jumlah sampel 612 responden. Data diolah dengan menggunakan metode Structural Equation Modeling (SEM). Hasil penelitian menunjukkan bahwa environmental reputation tidak memiliki pengaruh positif terhadap job pursuit intention. Sedangkan environmental reputation memiliki pengaruh positif terhadap organizational attractiveness dan organizational prestige. Selanjutnya, organizational attractiveness dan organizational prestige memiliki pengaruh positif terhadap job pursuit intention. Kontribusi teoritis dari penelitian ini adalah dapat menemukan pengaruh positif environmental reputation terhadap job pursuit intention ketika dimediasi oleh organizational attractiveness dan organizational prestige. Selain itu, kontribusi praktis dari penelitian ini adalah sebagai bahan pertimbangan untuk dapat meningkatkan job pursuit intention generasi Z Indonesia

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This study aims to understand the effect of environmental reputation on job pursuit intention which is mediated by organizational attractiveness and organizational prestige on Indonesia generation Z. This quantitative study approach with convenience sampling and cross-sectional design with a sample of 612 respondents. Data is analyzed using Structural Equation Modelling (SEM). The result of the study show that environmental reputation does not have a positive influence on job pursuit intention. While environmental reputation has a positive influence on organizational attractiveness and organizational prestige. Furthermore, organizational attractiveness and organizational prestige have a positive influence on job pursuit intention. The theoretical contribution of this study is to be able to find the positive effect of environmental reputation on job pursuit intention when mediated by organizational attractiveness and organizational prestige. In addition, the practical contribution of this research is as a provision of considerable factors in maximizing the job pursuit intention of Indonesian Z generation.</i>