

# Pengaruh Corporate Image terhadap Organizational Attractiveness dengan Peran Mediasi Employer Image dan Person-Organization Fit serta Moderasi Social Identity Consciousness bagi Pencari Kerja Generasi Z pada Perusahaan Bank Digital = The Influence of Corporate Image on Organizational Attractiveness with the Mediating Role of Employer Image and Person-Organization Fit and Social Identity Consciousness Moderation for Generation Z Job Seekers in Digital Bank Company

Alifia Puspita Zahra, author

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## Abstrak

Penelitian ini bertujuan untuk menguji hubungan antara corporate image terhadap organizational attractiveness dengan mediasi employer image dan person-organization fit serta moderasi social identity consciousness. Penelitian ini merupakan riset kuantitatif yang menggunakan analisis structural equation modelling dan diuji melalui lisrel 8.8. Sebanyak 264 responden berhasil dikumpulkan dari mahasiswa tingkat akhir dan lulusan baru universitas. Temuan penelitian mengungkapkan bahwa pengaruh mediasi employer image saja lebih besar dibandingkan mediasi serial employer image dan person-organization fit pada pengaruh corporate image terhadap organizational attractiveness. Selain itu, pengaruh moderasi social identity consciousness belum ditemukan signifikan. Keterbatasan penelitian ini adalah peneliti tidak membedakan latar belakang program studi responden yang dapat memengaruhi pandangan responden untuk bekerja di perusahaan bank digital. Dengan menggunakan hasil penelitian ini, manajemen dapat mengetahui bahwa penting untuk menciptakan image yang positif melalui kegiatan employer branding agar sukses menarik pelamar berbakat bagi perusahaan. Studi ini menggabungkan variabel person-organization fit pada model penelitian untuk melihat hubungannya terhadap organizational attractiveness.

.....This study aims to examine the relationship between corporate image and organizational attractiveness by mediating employer image and person-organization fit and moderating social identity consciousness as moderating variable. This is a quantitative research using structural equation model analysis and tested by Lisrel 8.8. A total of 264 respondents were collected from final year students and recent university graduates. The research findings reveal that the effect of mediated employer image is greater than that of serial mediation of employer image and person-organizational fit on the relationship between corporate image and organizational attractiveness. In addition, the moderating effect of social identity awareness has not been found to be significant. The limitation of this research is that the researcher does not distinguish the background of the respondents' study programs which can influence the respondents' views on working in digital banking companies. By using the results of this research, management can understand that it is important to create a positive image through employer branding activities in order to be successful in attracting talented applicants for the company. This study incorporates the person-organization fit variable in the research model to see its relationship with organizational attractiveness.