

# Analisis Pengaruh Perceived Credibility of Online Job Advertisement dan Employer Branding terhadap Intention to Apply Para Pencari Kerja Generasi Z dengan Organizational Attractiveness Sebagai Mediating Variabel = Analysis of the Effect of Perceived Credibility of Online Job Advertisement and Employer Branding on the Intention to Apply of Generation Z Job Seekers with Organizational Attractiveness as a Mediating Variable

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## Abstrak

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh dari perceived credibility of online job advertisement dan employer branding terhadap intention to apply dengan daya tarik organisasi sebagai variabel mediasi yang dilihat pada perusahaan tech start-up di Indonesia. Penelitian ini juga memasukkan karakteristik generasi Z yang diindikasikan memiliki karakteristik yang berbeda dengan generasi lainnya. Responden penelitian berjumlah 260 orang yang merupakan para pencari kerja generasi Z yang berdomisili di Jabodetabek. Metode penelitian menggunakan metode kuantitatif dengan analisis Structural Equation Model (SEM). Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh yang positif dan signifikan antara perceived credibility of online job advertisement dan employer branding terhadap intention to apply yang dimediasi secara parsial oleh variabel daya tarik organisasi.

.....The study aims to determine the influence of perceived credibility of online job advertisements and employer branding on intention to apply, with organizational attractiveness as a mediating variable, in tech start-up companies in Indonesia. The study also incorporates the characteristics of Generation Z, who are indicated to have distinct characteristics compared to other generations. The research respondents consist of 260 individuals who are job seekers from Generation Z residing in the Greater Jakarta area. The research method employed is quantitative using Structural Equation Model (SEM) analysis. The results of this study indicate that there is a positive and significant influence of perceived credibility of online job advertisements and employer branding on intention to apply, partially mediated by the organizational attractiveness variable.