

# The Effect of Employer Branding, Product Branding, Corporate Branding, Corporate Reputation, and Social Media on Generation Z Intention to Apply for A Job Moderated By Social Media: The Case of One of Indonesian State-Owned Bank = Pengaruh Employer Branding Product Branding, Corporate Reputation, dan Sosial Media Terhadap Intensi Generasi Z Melamar Pekerjaan Dimoderatori Sosial Media: Studi Kasus Salah Satu Bank BUMN Indonesia

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## Abstrak

Saat ini, ketika mengevaluasi perusahaan mana, pencari kerja akan mempertimbangkan reputasi perusahaan sebagai bagian dari tekad mereka untuk melamar pekerjaan dan mengejar karir mereka di perusahaan yang menjadi penting bagi perusahaan untuk mempertahankannya melalui branding perusahaan serta branding produk mereka. Selain branding, penting juga bagi perusahaan untuk memanfaatkan media sosial karena semakin banyak digunakan untuk kampanye branding perusahaan dan proses rekrutmen terutama di era digital ini dengan perubahan preferensi kerja dari talenta muda yaitu generasi z karena sebagian besar lulusan baru lebih memilih untuk memulai karir awal mereka di perusahaan milik negara di industri perbankan. Oleh karena itu, penelitian ini akan mengevaluasi signifikansi citra perusahaan melalui nilai-nilai yang berkaitan dengan keinginan kandidat, sosial, ekonomi, pengembangan diri, pendaftaran kerja, citra produk, dan media sosial terhadap niat melamar pekerjaan di bank BUMN yang dimediasi oleh reputasi perusahaan dan dimoderatori oleh media sosial. Berdasarkan hasil dari 122 mahasiswa S1 yang diolah dengan Partial Least Squares Structural Equation Modeling menunjukkan bahwa nilai minat memiliki pengaruh paling tinggi terhadap reputasi perusahaan dan niat untuk melamar

.....Nowadays, when evaluating which companies, job seekers will consider the reputation of the company as part of their determination to land a job application and pursuing their career in the company which became important for company to maintain it through employer branding as well as their product branding. Other than branding, it is also important for company to make use of social media as it has increasingly used for employer branding campaigns and the recruiting process especially in this digital era with changing in working preference from the young talent which is generation z as most fresh graduates are now prefer to start their early career in a state-owned company in banking industry. Hence, this research will evaluate the significance of employer branding through value of interest, social value, economic value, value development, application value, product branding, and social media towards intention to apply for a job at a state-owned bank mediated by corporate reputation and moderated by social media. According to the results from 122 undergraduate students that are processed with Partial Least Squares Structural Equation Modelling indicated that the value of interest is the highest influence towards the corporate reputation and the intention to apply.