

# Pengaruh Employer Brand Attractiveness dan Corporate Social Responsibility terhadap Intention to Apply dengan Organizational Reputation sebagai Variabel Mediasi pada Generasi Z = The Effect of Employer Brand Attractiveness and Corporate Social Responsibility to Intention to Apply with Organizational Reputation as Mediating Variable in Generation Z

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## Abstrak

Menciptakan keunggulan kompetitif penting bagi perusahaan sebagai kegunaan untuk menarik para pencari kerja kompeten yang diperlukan untuk keberlanjutan bisnis. Penelitian ini bertujuan untuk menguji peran langsung employer brand attractiveness dan corporate social responsibility sebagai variabel dependen dalam memengaruhi intention to apply, serta pengaruh tidak langsung organizational reputation memediasi hubungan antara employer brand attractiveness dan corporate social responsibility terhadap intention to apply, sebagai variabel independen. Data dikumpulkan melalui kuesioner yang diberikan kepada total 315 responden. Responden adalah mahasiswa tahun terakhir dan lulusan baru yang belum memasuki dunia kerja dan merupakan bagian dari Generasi Z di Indonesia. Kuesioner menggunakan skala Likert 7 poin, dan Structural Equation Modeling (SEM) digunakan untuk menganalisis dan menjelaskan pengaruh antara variabel yang digunakan dalam studi ini. Hasil penelitian menunjukkan bahwa employer brand attractiveness dan corporate social responsibility perusahaan secara signifikan memengaruhi intention to apply. Sementara itu, organizational reputation mempengaruhi hubungan antara employer brand attractiveness dan corporate social responsibility perusahaan dengan intention to apply melalui mediasi positif. Penelitian ini memiliki beberapa keterbatasan, seperti tidak adanya detail tentang jenis perusahaan yang dituju oleh responden, penggunaan metode cross-sectional, dan pengukuran self-assessment yang dapat menyebabkan bias subjektif. Berdasarkan penelitian ini, perusahaan dapat belajar bagaimana membentuk organizational reputation yang berfungsi sebagai keunggulan kompetitif dalam meningkatkan employer brand attractiveness dan corporate social responsibility di kalangan Generasi Z sebagai calon tenaga kerja baru yang memasuki pasar kerja.

.....Creating a competitive advantage is crucial for companies to attract competent job seekers necessary for business sustainability. This study aims to examine the direct role of employer brand attractiveness and CSR as dependent variables influencing the intention to apply, as well as the indirect influence of organizational reputation mediating the relationship between employer brand attractiveness and CSR on the intention to apply, as independent variables. Data were collected through questionnaires given to a total of 315 respondents, consisting of final-year students and fresh graduates who have not yet entered the workforce and are part of Generation Z in Indonesia. The questionnaire used a 7-point Likert scale, and Structural Equation Modeling (SEM) was employed to analyze and explain the relationships between the variables in this study. The results showed that employer brand attractiveness and CSR significantly affect the intention to apply. Meanwhile, organizational reputation positively mediates the relationship between employer brand attractiveness and CSR with the intention to apply. This study has several limitations, such as the lack of detail about the type of companies targeted by respondents, the use of cross-sectional methods, and self-

assessment measurements that can cause subjective bias. These limitations necessitate careful interpretation of the results due to potential response variation, inability to explain post-study changes, and possible bias in the findings. Based on this research, companies can learn how to shape organizational reputation as a competitive advantage in enhancing employer brand attractiveness and CSR among Generation Z as new job market entrants.