PENGARUH *CORPORATE SOCIAL RESPONSIBILITY ASSOCIATION, CORPORATE SOCIAL RESPONSIBILITY PARTICIPATION*, DAN *FAMILIARITY WITH COMPANY* TERHADAP *INTENTION TO APPLY* PADA PERUSAHAAN FMCG PADA MAHASISWA TINGKAT AKHIR DIY

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Abstrak

Penelitian ini bertujuan untuk menganalisis faktor-faktor penarik tenaga kerja, seperti CSR *Association*, CSR *Participation*, dan *Familiarity with Company*, kemudian melihat dampaknya terhadap intensi mahasiswa tingkat akhir dalam memutuskan melamar pekerjaan. Responden penelitian ini berjumlah 118 orang dalam kategori mahasiswa tingkat akhir DIY. Penelitian ini menggunakan metode penelitian kuantitatif dengan metode kuesioner *online* dan teknik *purposive sampling*. *Software* yang digunakan adalah SPSS 26 dengan analisis regresi *logistic*. Hasil penelitian ini menunjukan bahwa secara simultan faktor CSR *Association*, CSR *Partcipation,* dan *Familiarity with Company* berpengaruh terhadap *intention to apply*. Secara parsial CSR *Association* berpengaruh secara negatif dan signifikan, CSR *Participation* berpengaruh positif dan signifikan; dan *Familiarity with Company* berpengaruh positif dan signifikan terhadap *Intention to Apply*. Berdasarkan hasil uji koefisien determinasi menunjukan bahwa kemampuan variabel independen yaitu CSR *Association*, CSR *Participation*, dan *Familiarity with Company* berpengaruh terhadap variabel dependen yaitu *Intention to Apply* sebesar 39%, sedangkan sisanya dipengaruhi oleh variabel lain di luar model penelitian ini sebesar 61%.

Kata Kunci: *Corporate Social Responsibility Association, Corporate Social Responsibility Participation, Familiarity with Company, dan Intention to Apply*

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THE INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY ASSOCIATION, CORPORATE SOCIAL RESPONSIBILITY PARTICIPATION, AND FAMILIARITY WITH COMPANY ON INTENTION TO APPLY TO FMCG INDUSTRY ON COLLEGE SENIOR STUDENTS IN DIY

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Abstract

This research aims to analyze employment attracting factors such as CSR Association, CSR Participation, and Familiarity with Company, then look at their impact on final year students' intentions in deciding to apply for jobs. The respondents for this research were 118 people in the DIY final year student category. This research uses quantitative research methods with online questionnaires and purposive sampling techniques. The software used is SPSS 26 with logistic regression analysis. The results of this research show that simultaneously the factors CSR Association, CSR Participation, and Familiarity with Company influence the intention to apply. Partially, CSR Association has a negative and significant effect, CSR Participation has a positive and significant effect; and Familiarity with Company has a positive and significant effect on Intention to Apply. The results of the coefficient of determination test show that the ability of the independent variables, namely CSR Association, CSR Participation, and Familiarity with Company, has an influence on the dependent variable, namely Intention to Apply, by 39%, while the rest is influenced by other variables outside this research model by 61%.

Keywords: *Corporate Social Responsibility Association, Corporate Social Responsibility Participation, Familiarity with Company, and Intention to Apply*