


PENGARUH *EMPLOYER BRANDING* DAN *FLEXIBLE WORKING ARRANGEMENT* TERHADAP MINAT LAMAR KERJA MAHASISWA GENERASI Z TINGKAT AKHIR DI INDONESIA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *employer branding* dan *flexible working arrangement* terhadap minat lamar kerja mahasiswa generasi Z Tingkat akhir di Indonesia. metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 150 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Analisis dalam penelitian ini menggunakan analisis regresi linear berganda. Hasil analisis data menunjukkan bahwa secara bersama-sama faktor *employer branding* dan *flexible working arrangement* berpengaruh positif dan signifikan terhadap minat lamar kerja. Secara parsial *employer branding* berpengaruh positif terhadap minat lamar kerja dan *flexible working arrangement* juga berpengaruh positif terhadap minat lamar kerja. Dari hasil analisis regresi linear berganda menunjukkan bahwa *employer branding* dan *flexible working arrangement* berpengaruh terhadap minat lamar kerja.

Kata Kunci: *Employer Branding, Flexible Working Arrangement, Minat Lamar Kerja*

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***THE INFLUENCE OF EMPLOYER BRANDING AND FLEXIBLE
WORKING ARRANGEMENT ON THE INTEREST OF JOB APPLICATION
OF FINAL LEVEL GENERATION Z STUDENTS IN INDONESIA***

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Abstract

The purpose of this research is to examine the impact of employer branding and flexible working arrangements on the job application interest of final year Generation Z students in Indonesia. The sampling method involved 150 respondents selected through purposive sampling. Primary data was collected using a validated and reliable questionnaire. The analysis of the research utilized multiple linear regression analysis. The results indicate that both employer branding and flexible working arrangements collectively have a positive and significant impact on job application interest. Specifically, employer branding and flexible working arrangements individually contribute positively to the interest in job applications. In conclusion, the research confirms that employer branding and flexible working arrangements do influence job application interest.

Keywords: *Employer Branding, Flexible Working Arrangement, Job Application Interest*