

PENGARUH *EMPLOYER BRANDING* TERHADAP INTENSI MELAMAR PEKERJAAN DI PERUSAHAAN BUMN DENGAN REPUTASI PERUSAHAAN SEBAGAI PEMEDIASI PADA MAHASISWA FRESH GRADUATE DI DAERAH ISTIMEWA YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *employer branding* terhadap intensi melamar pekerjaan di perusahaan BUMN sebagai pemediasi pada mahasiswa fresh graduate di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survey. Dengan menggunakan teknik *non probability sampling* dimana memilih sampel berdasarkan kriteria tertentu yang relevan dengan tujuan penelitian. Data dikumpulkan dari 100 orang mahasiswa fresh graduate di Daerah Istimewa Yogyakarta dengan menggunakan kuesioner secara langsung melalui *Google Forms* yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan dengan teknik *outer model*, *inner model* dan pengujian mediasi untuk menguji hipotesis penelitian dengan menggunakan perangkat lunak *SmartPLS* versi 4.1.0.9 for windows. Hasil penelitian menunjukkan bahwa *employer branding* berpengaruh positif terhadap intensi melamar pekerjaan. *Employer branding* berpengaruh positif terhadap reputasi perusahaan. Reputasi perusahaan berpengaruh positif terhadap intensi melamar pekerjaan. Selanjutnya *employer branding*, intensi melamar pekerjaan dan reputasi perusahaan secara bersama-sama berpengaruh positif dan signifikan terhadap minat melamar pekerjaan mahasiswa fresh graduate di Dearah Istimewa Yogyakarta.

Kata Kunci: *Employer Branding, Reputasi Perusahaan, Intensi Melamar Pekerjaan, BUMN, Fresh Graduate*

08/13/20


THE EFFECT OF EMPLOYER BRANDING ON THE INTENTIONS OF APPLYING FOR JOBS IN STATE-OWNED COMPANIES USING COMPANY REPUTATION AS A MEDIATOR ON FRESH GRADUATE STUDENTS IN THE SPECIAL REGION OF YOGYAKARTA

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Abstrack

This study aims to analyze the effect of employer branding on the intention to apply for a job in a state-owned company, serving as a mediator for fresh graduate students in the Special Region of Yogyakarta. A quantitative approach was employed, utilizing a survey method. A non-probability sampling technique was applied, where samples were selected based on specific criteria relevant to the research objectives. Data were collected from 100 fresh graduate students in the Special Region of Yogyakarta through a questionnaire administered via Google Forms, which has been tested for validity and reliability. Data analysis was conducted using outer model, inner model, and mediation testing techniques to evaluate the research hypothesis, employing SmartPLS software version 4.1.0.9 for Windows. The study's results indicate that employer branding has a positive influence on the intention to apply for a job. Additionally, employer branding enhances the company's reputation, which in turn positively affects job application intentions. Furthermore, employer branding, the intention to apply for a job, and the company's reputation collectively exert a significant positive impact on the interest of fresh graduate students in the Special Region of Yogyakarta in applying for jobs.

Keywords: *Employer Branding, Company Reputation, Job Application Intention, BUMN, Fresh Graduate*