

**PENGARUH DIMENSI - DIMENSI KEWARGAAN KORPORAT
PERSEPSIAN PADA MINAT MELAMAR PEKERJAAN DENGAN
EKSPEKTASI SUKSES KARIR SEBAGAI VARIABEL PEMEDIASI**

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh dimensi-dimensi kewargaan korporat persepsian pada minat melamar pekerjaan dengan ekspektasi sukses karir sebagai variabel pemediasi pada mahasiswa Universitas Teknologi Yogyakarta Fakultas Bisnis, Psikologi & Komunikasi. Metode pengambilan sampel adalah *purposive sampling* dengan jumlah responden sebanyak 107 orang. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan analisis jalur (*path analysis*) menggunakan aplikasi dengan SPSS versi 23. Hasil menunjukkan bahwa variabel kewargaan legal persepsian dan variabel kewargaan filantropis persepsian berpengaruh secara langsung terhadap minat melamar pekerjaan, kewargaan ekonomis persepsian dan kewargaan etis persepsian tidak berpengaruh secara langsung terhadap minat melamar pekerjaan. Dalam uji mediasi diketahui ekspektasi sukses karir memediasi positif pengaruh kewargaan filantropis persepsian terhadap minat melamar pekerjaan, sedangkan ekspektasi sukses karir tidak memediasi kewargaan ekonomis, legal, dan etis persepsian terhadap minat melamar pekerjaan.

Kata Kunci : *Kewargaan Ekonomis Persepsian, Kewargaan Legal Persepsian, Kewargaan Etis Persepsian, Kewargaan Filantropis Persepsian, Minat Melamar Pekerjaan, Ekspektasi Sukses Karir.*

**THE EFFECT OF CORPORATE PERCEPTION CITIZENSHIP
DIMENSIONS ON JOB APPLYING INTERESTS WITH CAREER SUCCESS
EXPECTATION AS A MEDIATING VARIABLE**

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Abstract

This study aims to determine the effect of corporate perception citizenship dimensions on job applying interests with career success expectation as a mediating variable of students of the University of Technology Yogyakarta, Faculty of Business, Psychology, and Communication. The sampling method was purposive sampling with 107 respondents. Primary data were collected through a questionnaire, which has been tested for validity and reliability. The data analysis technique used was multiple linear regression analysis with path analysis using SPSS version 23 application. The results showed that perceived legal citizenship variables and perceived philanthropic citizenship variables directly influenced the students' interests in applying for a job; perceived economic citizenship and perceived ethical citizenship did not directly affect students' interests in applying for a job. The results of the mediation test showed that career success expectations positively affected the perceived philanthropic citizenship on job applying interests. In contrast, the career success expectations did not mediate economic, legal, and ethical perceived citizenship on the interests in applying for a job.

Keywords: *Perceived Economic Citizenship; Perceived Legal Citizenship; Perceived Ethical Citizenship; Perceived Philanthropic Citizenship; Job Applying Interests; Career Success Expectations.*