

## INTISARI

Penelitian ini bertujuan untuk menguji pengaruh *perceived job characteristics* dan *perceived organizational attributes* terhadap niatan untuk melamar dengan daya tarik organisasi sebagai variabel pemediasi. Studi dilakukan pada generasi Z di Indonesia. Pengumpulan data pada penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan terdapat 331 responden yang mengisi survei penelitian. Responden telah memenuhi kriteria yaitu merupakan generasi Z yang berusia 18-26 tahun dan sedang mencari pekerjaan dalam kurun waktu minimal satu tahun terakhir, serta mengetahui atau mengikuti akun Instagram @Kami.Unilever milik PT Unilever Indonesia Tbk. Metode analisis yang digunakan adalah teknik analisis *Structural Equation Modelling (SEM)* untuk menguji hipotesis.

Hasil penelitian dari olahan data yang telah dilakukan yaitu *perceived job characteristics* terbukti berpengaruh positif dan signifikan terhadap niatan untuk melamar pada generasi Z, tetapi *perceived organizational attributes* tidak berpengaruh signifikan terhadap niatan untuk melamar pada generasi Z. Daya tarik organisasi pun juga berpengaruh positif dan signifikan terhadap niatan untuk melamar pada generasi Z. Selain itu, penelitian ini juga menemukan bahwa daya tarik organisasi memediasi secara parsial pengaruh *perceived job characteristics* dan *perceived organizational attributes* terhadap niatan untuk melamar.

**Kata kunci:** *Perceived Job Characteristics, Perceived Organizational Attributes, Niatan Untuk Melamar, Generasi Z.*

## ABSTRACT

*This study aims to examine the effect of perceived job characteristics and perceived organizational attributes on intention to apply with organizational attractiveness as a mediating variable. The study was conducted on generation Z in Indonesia. Data collection in this study used a quantitative approach with survey methods and there were 331 respondents who filled out the research survey. Respondents met the criteria, being generation Z aged 18-26 years and were looking for work within a minimum of one year, and knew or followed the Instagram account @Kami.Unilever owned by PT Unilever Indonesia Tbk. The analytical method used is the Structural Equation Modeling (SEM) analysis technique to test the hypothesis.*

*The research results from the processed data that have been carried out, namely perceived job characteristics have proven to have a positive and significant effect on the intention to apply to generation Z, but perceived organizational attributes do not have a significant effect on the intention to apply to generation Z. Organizational attractiveness also has a positive and significant effect on the intention to apply to Generation Z. In addition, this study also found that organizational attractiveness partially mediates the effect of perceived job characteristics and perceived organizational attributes on the intention to apply.*

**Keywords:** *Perceived Job Characteristics, Perceived Organizational Attributes, Intention to Apply, Generation Z.*