Intisari

Penelitian ini bertujuan untuk menguji pengaruh persepsi tanggung jawab sosial perusahaan terhadap intensi melamar pekerjaan. Penelitian ini mendefinisikan tanggung jawab sosial perusahaan dalam lima dimensi, yaitu tanggung jawab ekonomi, tanggung jawab legal, tanggung jawab etis, tanggung jawab filantropi, dan tanggung jawab lingkungan. Penelitian ini merupakan penelitian kuantitatif yang meneliti generasi Z di Indonesia. Penelitian ini telah mengumpulkan sebanyak 254 responden secara daring. Penelitian ini menggunakan Analisis Regresi Berganda dalam pengujian model dan Uji Simultan, serta Uji Parsial dalam menganalisis pengaruh masing - masing dimensi tanggung jawab sosial secara simultan dan parsial pada aplikasi SPSS. Hasil penelitian menunjukkan bahwa persepsi tanggung jawab sosial perusahaan berpengaruh positif dan signifikan terhadap intensi melamar pekerjaan.

Kata Kunci: Tanggung Jawab Sosial Perusahaan, Generasi Z, Intensi Melamar Pekerjaan.

Abstract

This study aims to examine the effect of perceptions of corporate social responsibility on the intention to apply for a job. This study defines corporate social responsibility in five dimensions, namely economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility and environmental responsibility. This study is a quantitative research that examines generation Z in Indonesia. Respondents have collected as many as 254 in this study online. This study uses Multiple Regression Analysis in model testing and Simultaneous Testing, as well as Partial Testing in analyzing the influence of each dimension of social responsibility simultaneously and partially on the SPSS application. The results showed that perceptions of corporate social responsibility had a positive and significant effect on the intention to apply for a job.

Keywords: Corporate Social Responsibility, Generation Z, Job Pursuit Intention