

## **DAFTAR PUSTAKA**

- Ahmad, A., Khan, M. N., & Haque, M. A. (2020). Employer Branding Aids in Enhancing Employee Attraction and Retention. *Journal of Asia-Pacific Business*, 21(1), 27-38.
- Ajzen, I., & Fishbein, M. (1975). A Bayesian Analysis of Attribution Processes. *Psychological Bulletin*, 82(2), 261-278.
- Alniacik, E., Alniacik, U., & Erdogmus, N. (2012). How Do The Dimensions of Corporate Reputation Affect Employment Intentions?. *Corporate Reputation Review*, 15, 3-19.
- Arasanmi, C. N., & Krishna, A. (2019). Employer branding: Perceived Organisational Support and Employee Retention–The Mediating Role of Organisational Commitment. *Industrial and Commercial Training*, 51(3), 174-183.
- Baron, R. M., & Kenny, D. A. (1986). The Moderator–Mediator Variable Distinction in Social Psychological Research: Conceptual, Strategic, and Statistical Considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182.
- Barrow, S., & Mosley, R. (2011). Bringing The Best of Brand Management to People at Work. *The Employer Brand*. 147-161
- Berthon, P., Ewing, M., & Hah, L. L. (2005). Captivating Company: Dimensions of Attractiveness in Employer Branding. *International journal of advertising*, 24(2), 151-172.

BRI. (2023). *Company Profile PT BRI*. Diakses pada 27 Agustus 2023.

<https://bri.co.id/o/com.BRI.corporate.situs>

<web.ebook.reader.web/web/viewer.html?read=/documents/20123/56789/CP>

[Bank BRI 27Juni.pdf](#).

BRI. (2023). *Recruitment PT BRI*. Diakses pada 27 Agustus 2023.

<https://bri.co.id/web/erecruitment>.

BUMN. (2022). *Laporan Tahunan Tahun 2021*. Diakses pada 15 April 2023.

<https://bumn.go.id/portofolio/aset/Pendapatan>.

BUMN. (2022). *Portofolio BUMN*. Diakses pada 13 Mei 2023.

<https://bumn.go.id/portofolio/bumn>.

Cable, D. M., & Judge, T. A. (1996). Person–Organization Fit, Job Choice Decisions, and Organizational Entry. *Organizational Behavior and Human Decision Processes*, 67(3), 294-311.

Cable, D. M., & Turban, D. B. (2003). The Value of Organizational Reputation in The Recruitment Context: A Brand Equity Perspective. *Journal of Applied Social Psychology*, 33(11), 2244-2266.

Chandrasekaran, S. (2020). Impact on Employer Branding Through Talent Retention and Motivation in Insurance Companies. *International Journal of Business*, 1(1), 54-61.

Chi, H., Yeh, H., & Guo, T. (2018). Salary or Job Interest? How Salary and Job Interest Moderates The Willingness to Apply for a Job. *Asia-Pacific Journal of Business Administration*, 10(1), 64-78.

- Clardy, A. (2005). Reputation, Goodwill, and Loss: Entering the Employee Training Audit Equation. *Human Resource Development Review*, 4(3), 279-304.
- Collins, C. J., & Han, J. (2004). Exploring Applicant Pool Quantity and Quality: The Effects of Early Recruitment Practice Strategies, Corporate Advertising, and Firm Reputation. *Personnel Psychology*, 57(3), 685-717.
- Cordes, J. and Vogel, R. (2022). Comparing Employer Attractiveness of Public Sector Organizations to Nonprofit and Private Sector Organizations: An Experimental Study in Germany and The US. *Review of Public Personnel Administration*.
- Dell Technologies. (2017). The Gen Z Effect. Diakses pada 18 Agustus 2023. <https://www.delltechnologies.com/en-us/perspectives/gen-z.htm>.
- Edwards, M.R. (2010). An Integrative Review of Employer Branding and OB Theory. *Personnel Review*, Vol. 39 No. 1.
- Fombrun, C. J., Gardberg, N. A., & Sever, J. M. (2000). The Reputation Quotient SM: A Multi-Stakeholder Measure of Corporate Reputation. *Journal of Brand Management*, 7, 241-255.
- Fortune. (2022). *Daftar BUMN Terbesar yang Masuk Fortune 100*, Diakses pada 15 Juli 2023. <https://www.fortuneidn.com/business/tanayastri/intip-daftar-bumn-terbesar-yang-masuk-fortune-100-indonesia?page=all>.
- Fortune. (2022). *Daftar BUMN Terbesar yang Masuk Fortune 100*, Diakses pada 15 Juli 2023. <https://www.fortuneidn.com/business/tanayastri/intip-daftar-bumn-terbesar-yang-masuk-fortune-100-indonesia?page=all>.

- Gomes, D., & Neves, J. (2011). Organizational Attractiveness and Prospective Applicants' Intentions to Apply. *Personnel Review*, 40(6), 684-699.
- Greening, D. W., & Turban, D. B. (2000). Corporate Social Performance as a Competitive Advantage in Attracting a Quality Workforce. *Business & society*, 39(3), 254-280,
- Gupta, R., Sahoo, S. K., & Sahoo, T. R. (2018). Employer Branding: A Tool for Employee Retention. *International Journal of Business and Management Invention (IJBMI) ISSN*.
- Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: Updated Guidelines on Which Method to Use. *International Journal of Multivariate Data Analysis*, 1(2), 107-123.
- Hanu, C., Amegbe, H., & Mensah, P. (2021). Your Future Employer: Employer Branding, Reputation, and Social Media. *African Journal of Inter/Multidisciplinary Studies*, 3(1), 1-18.
- Katy George. (2022). *Competing in The New Talent Market*. Diakses pada 1 Agustus 2023. <https://hbr.org/2022/10/competing-in-the-new-talent-market>.
- Highhouse, S., Lievens, F., & Sinar, E. F. (2003). Measuring Attraction to Organizations. *Educational and Psychological Measurement*, 63(6), 986-1001.
- Hendryadi, H. (2017). Validitas Isi: Awal Pengembangan Kuesioner. *Jurnal Riset Manajemen dan Bisnis*, 2(2), 259334.
- Indonesia, B. P. S. (2022). Statistik Indonesia 2022. In 03200,2205 (Vol. 1101001).

- Jain, N., & Bhatt, P. (2015). Employment Preferences of Job Applicants: Unfolding Employer Branding Determinants. *Journal of Management Development*, 34(6), 634-652.
- Kim, S., Kim, H., & Lee, J. (2015). Employee Self-Concepts, Voluntary Learning Behavior, and Perceived Employability. *Journal of Managerial Psychology*, 30(3), 264-279.
- Kohnová, L., Papula, J., & Salajová, N. (2019). Internal Factors Supporting Business and Technological Transformation in The Context of Industry 4.0, *Business: Theory and Practice*, 20, 137-145.
- Kuchеров, D., & Zavyalova, E. (2012). HRD Practices and Talent Management in The Companies With The Employer Brand. *European Journal of Training and Development*, 36(1), 86-104.
- Kumari, P., Dutta, M., & Bhagat, M. (2020). Employer Branding and Its Role in Effective Recruitment. *AIMS International Journal of Management*, 14(2), 89-100,
- Lanier, K. (2017). 5 Things HR Professionals Need to Know About Generation Z: Thought Leaders Share Their Views on The HR Profession and Its Direction for the Future. *Strategic HR review*, 16(6), 288-290,
- Leekha Chhabra, N., & Sharma, S. (2014). Employer Branding: Strategy for Improving Employer Attractiveness. *International Journal of Organizational Analysis*, 22(1), 48-60,

Life at BRI. (2023). *Profil Instagram Life at BRI*. Diakses pada 27 Agustus 2023.

<https://www.instagram.com/lifeatbri/>.

Life at Mandiri. (2023). *Profil Instagram Life at Mandiri..* Diakses pada 27 Agustus 2023. <https://www.instagram.com/lifeatmandiri/>.

Maier, T., Tavanti, M., Bombard, P., Gentile, M., & Bradford, B. (2015). Millennial Generation Perceptions of Value-Centered Leadership Principles. *Journal of Human Resources in Hospitality & Tourism*, 14(4), 382-397.

Mandiri. (2023). *Company Profile PT Mandiri*. Diakses pada 27 Agustus 2023.

<https://bankmandiri.co.id/en/web/guest/tentang-kami>.

Mandiri. (2023). *Recruitment PT Mandiri*. Diakses pada 27 Agustus 2023.

<https://www.bankmandiri.co.id/mandiri-career>.

Mantri, N., 2019. What Makes a Great Reputation. In: Langham (Ed.), *Reputation Management: the Future of Corporate Communications and Public Relations*. Emerald Publishing, UK.

Maurya, K. K., & Agarwal, M. (2018). Organisational Talent Management and Perceived Employer Branding. *International Journal of Organizational Analysis*. 26 (2), 312–330,

Mckinsey & Company. (2022). *The Great Attrition is Making Hiring Harder. Are you Searching The Right Talent Pools?.* Diakses pada 1 Agustus 2023.

<https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/the-great-attrition-is-making-hiring-harder-are-you-searching-the-right-talent-pools>.

- Pandita, D. (2021). Innovation in Talent Management Practices: Creating an Innovative Employer Branding Strategy to Attract Generation Z. *International Journal of Innovation Science*.
- Pertamina Career. (2023). *Profil Instagram Pertamina Career*. Diakses pada 27 Agustus 2023. <https://www.instagram.com/pertaminacareer/>.
- Pertamina. (2023). *Karier PT Pertamina*. Diakses pada 27 Agustus 2023. <https://www.pertamina.com/id/our-people>.
- Pertamina. (2023). *Profil PT Pertamina*. Diakses pada 27 Agustus 2023. <https://www.pertamina.com/id/siapa-kami>.
- PLN. (2023). *Informasi Rekrutmen PT PLN*. Diakses pada 27 Agustus 2023. <https://web.pln.co.id/karier/informasi-rekrutmen-pln>.
- PLN. (2023). *Profil Perusahaan PT PLN*. Diakses pada 27 Agustus 2023. <https://web.pln.co.id/tentang-kami/profil-perusahaan>.
- Potgieter, A., & Doubell, M. (2020). The Influence of Employer branding and Employees' Personal Branding on Corporate Branding and Corporate Reputation. *African Journal of Business & Economic Research*, 15(2)
- Raziq, A., & Maulabakhsh, R. (2015). Impact of Working Environment on Job Satisfaction. *Procedia Economics and Finance*, 23, 717-725.
- Roberts, P. W., & Dowling, G. R. (2002). Corporate reputation and sustained superior financial performance. *Strategic management journal*, 23(12), 1077-1093.

- Saini, G. K., Gopal, A., & Kumari, N. (2015). Employer Brand and Job Application Decisions: Insights from The Best Employers. *Management and Labour Studies*, 40(1-2), 34-51
- Santiago, J. (2019). The Relationship Between Brand Attractiveness and The Intent to Apply for A Job: A Millennials' Perspective. *European Journal of Management and Business Economics*, 28(2), 142-157.
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill Building Approach. *John Wiley & Sons*.
- Sharma, R., & Prasad, A. (2018). Employer Brand and Its Unexplored Impact on Intention to Join. *International Journal of Organizational Analysis*, 26(3). 536-566.
- Silva, A. J., & Dias, H. (2022). The Relationship Between Employer Branding, Corporate Reputation and Intention to Apply to a Job Offer. *International Journal of Organizational Analysis*, 31(8), PP 1-16.
- Sivertzen, A.-M., Nilsen, E.R. dan Olafsen, A.H. (2013). Employer Branding: Employer Attractiveness and The Use of Social Media. *Journal of Product and Brand Management*, Vol. 22 No. 7.
- Tanwar, K., & Prasad, A. (2016). Exploring The Relationship Between Employer Branding and Employee Retention. *Global Business Review*, 17(3\_suppl), 186S-206S.
- Telkom Indonesia. (2023). *Career PT Telkom*. Diakses pada 27 Agustus 2023. <https://careers.telkom.co.id>.



Telkom Indonesia. (2023). *Profil Perusahaan PT Telkom*. Diakses pada 27 Agustus

2023. <https://www.telkom.co.id/sites>.

Thomas, S., Kureshi, S., Suggala, S., & Mendonca, V. (2020). HRM 4.0 and The

Shifting Landscape of Employer Branding. *Human & Technological Resource*

*Management (HTRM): New Insights into Revolution 4.0* (pp. 37-51). Emerald

Publishing Limited.

Turban, D., Forret, M. & Hendrickson, C. (1998). Applicant Attraction to Firms:

Influences of Organization Reputation, Job and Organizational Attributes, and

Recruiter Behaviors. *Journal of Vocational Behavior*, Vol. 52 No. 1, pp. 24-

44.

Vice.id (2022). *Riset: Lebih dari 55 Persen Calon Pekerja Gen Z Masih Ingin Jadi*

*PNS atau Pegawai BUMN*. Diakses pada 21 November 2023.

[https://www.vice.com/id/article/pkgx5m/riset-universitas-andalas-lebih-dari-](https://www.vice.com/id/article/pkgx5m/riset-universitas-andalas-lebih-dari-55-calon-pekerja-generasi-z-tertarik-jadi-pns-dan-pegawai-bumn)

[55-calon-pekerja-generasi-z-tertarik-jadi-pns-dan-pegawai-bumn](https://www.vice.com/id/article/pkgx5m/riset-universitas-andalas-lebih-dari-55-calon-pekerja-generasi-z-tertarik-jadi-pns-dan-pegawai-bumn)

Zhang, Y., Huai, M. Y., & Xie, Y. H. (2015). Paternalistic leadership and Employee

Voice in China: A dual Process Model. *The Leadership Quarterly*, 26(1), 25-

36.