

ABSTRAK

Penelitian ini menyoroti kebutuhan krusial perusahaan untuk menarik dan mempertahankan talenta terbaik di tengah lingkungan bisnis yang terus berubah. Penelitian ini hendak menegaskan bahwa penting bagi perusahaan untuk memasarkan diri sebagai pemberi kerja yang menarik, karena reputasi perusahaan memengaruhi pertimbangan kandidat dalam memilih organisasi yang akan mereka lamar. Penelitian ini bertujuan menguji pengaruh *employer branding* terhadap reputasi perusahaan dan apakah reputasi perusahaan memediasi hubungan antara *employer branding* dan intensi melamar di PT A.

Model penelitian ini merupakan replikasi dari Junca Dias dan Silva (2022), menguji hubungan antara *employer branding*, intensi melamar, dan reputasi perusahaan. Penelitian ini menggunakan desain kuantitatif dengan pengambilan data melalui kuesioner daring. *Sampling* dilakukan dengan teknik *purposive sampling*, melibatkan 228 responden mahasiswa atau lulusan D4, S1, dan S2 dari universitas terkemuka di Indonesia, dengan pengalaman kerja maksimal 2 tahun, yang menjadi target seleksi PT A. Metode analisis yang digunakan untuk uji hipotesis adalah metode *Causal Step Baron and Kenny*.

Hasil penelitian menunjukkan bahwa hipotesis 1 dan 2 terdukung. *Employer branding* berpengaruh positif terhadap intensi melamar. Hasil penelitian juga menunjukkan bahwa reputasi perusahaan memediasi secara parsial hubungan antara *employer branding* dan intensi melamar. Temuan ini menunjukkan bahwa *employer branding* berpengaruh pada intensi melamar melalui peningkatan reputasi perusahaan.

Kata kunci: *employer branding*, reputasi perusahaan, intensi melamar, rekrutmen perusahaan

ABSTRACT

This research underscores the crucial need for companies to attract and retain top talent in an ever-changing business environment. This research emphasize the importance of companies marketing themselves as attractive employers, as corporate reputation influences candidates' considerations when choosing an organization to apply for. This study aims to examine the influence of employer branding on corporate reputation and whether corporate reputation mediates the relationship between employer branding and job application intention at PT A.

This research replicates research model from Junca Dias and Silva (2022). Data were collected through an online questionnaire using purposive sampling technique. Total 228 respondents involved, namely students or graduates from prominent universities in Indonesia with a maximum of 2 years of work experience, which is the target segmentation for PT A recruitment. Hypothesis testing was conducted using the Causal Step Baron and Kenny method.

The results of hypothesis testing provide support for both hypotheses 1 and 2. Employer branding has a positive effect on candidates' intention to apply for a job. The research also shows that corporate reputation partially mediates the relationship between employer branding and application intention. These findings suggest that employer branding influences application intention through the enhancement of corporate reputation. Implications of these findings are discussed to support practical and academic understanding of the importance of employer branding in the context of job application intention in companies.

Keyword: *employer branding, corporate reputation, intention to apply for a job, corporate recruitment*