



## DAFTAR PUSTAKA

- Adiwaluyo, E. (2019a, February 23). *Konsistensi, Kunci Employer Branding Grup Astra*. <https://www.marketeers.com/konsistensi-kunci-employer-branding-grup-astra/>
- Adiwaluyo, E. (2019b, February 24). *Astra Ambassador, Jurus Grup Astra dalam Employer Branding*. Marketeers. Adiwaluyo, Eko;
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Alnıaçık, E., Alnıaçık, Ü., Erat, S., & Akçin, K. (2014). Attracting Talented Employees to the Company: Do We Need Different Employer Branding Strategies in Different Cultures? *Procedia - Social and Behavioral Sciences*, 150, 336–344. <https://doi.org/10.1016/j.sbspro.2014.09.074>
- Ambler, T., & Barrow, S. (1996). The employer brand. *Journal of Brand Management*, 4(3), 185–206. <https://doi.org/10.1057/bm.1996.42>
- Backhaus, K. (2016). Employer Branding Revisited. *Organization Management Journal*, 13(4), 193–201. <https://doi.org/10.1080/15416518.2016.1245128>
- Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career Development International*, 9(5), 501–517. <https://doi.org/10.1108/13620430410550754>
- 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. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Baum, M., & Kabst, R. (2013). How to attract applicants in the Atlantic versus the Asia-Pacific region? A cross-national analysis on China, India, Germany, and Hungary. *Journal of World Business*, 48(2), 175–185. <https://doi.org/10.1016/j.jwb.2012.07.002>
- Beechler, S., & Woodward, I. C. (2009). The global “war for talent.” *Journal of International Management*, 15(3), 273–285. <https://doi.org/10.1016/j.intman.2009.01.002>
- Behrends, T., Baur, M., & Zierke, L. (2020). Much ado about little: A critical review of the employer branding concept. *Management Revue*, 31(1), 1–30. <https://doi.org/10.5771/0935-9915-2020-1-1>
- Berthon, P., Ewing, M., & Hah, L. L. (2005). Captivating company: Dimensions of attractiveness in employer branding. *International Journal of Advertising*, 24(2), 151–172. <https://doi.org/10.1080/02650487.2005.11072912>



- Cable, D. M., & Judge, T. A. (1994). PAY PREFERENCES AND JOB SEARCH DECISIONS: A PERSON-ORGANIZATION FIT PERSPECTIVE. *Personnel Psychology*, 47(2), 317–348. <https://doi.org/10.1111/j.1744-6570.1994.tb01727.x>
- 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. <https://doi.org/10.1006/obhd.1996.0081>
- 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. <https://doi.org/10.1111/j.1559-1816.2003.tb01883.x>
- Clardy, A. (2005). Reputation, Goodwill, and Loss: Entering the Employee Training Audit Equation. *Human Resource Development Review*, 4(3), 279–304. <https://doi.org/10.1177/1534484305278243>
- Collings, D. G., & Mellahi, K. (2009). Strategic talent management: A review and research agenda. *Human Resource Management Review*, 19(4), 304–313. <https://doi.org/10.1016/j.hrmr.2009.04.001>
- 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. <https://doi.org/10.1111/j.1744-6570.2004.00004.x>
- Daniel, R. G., & José, N. (2010). Employer Branding Constrains Applicants' Job Seeking Behaviour? *Revista de Psicología Del Trabajo y de Las Organizaciones*, 26(3), 223–234. <https://doi.org/10.5093/tr2010v26n3a6>
- Evandio, A. (2020, July 24). *Mau Tahu Cara SDM Astra (ASII) Bertahan Melawan Pandemi Covid-19?* <https://kabar24.bisnis.com/read/20200724/79/1270727/mau-tahu-cara-sdm-astra-asii-bertahan-melawan-pandemi-covid-19>
- Gatewood, R. D., Gowan, M. A., & Lautenschlager, G. J. (1993). CORPORATE IMAGE, RECRUITMENT IMAGE AND INITIAL JOB CHOICE DECISIONS. *Academy of Management Journal*, 36(2), 414–427. <https://doi.org/10.2307/256530>
- Gomes, D., & Neves, J. (2011). Organizational attractiveness and prospective applicants' intentions to apply. *Personnel Review*, 40(6), 684–699. <https://doi.org/10.1108/00483481111169634>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning. [www.cengage.com/highered](http://www.cengage.com/highered)



- Highhouse, S., Lievens, F., & Sinar, E. F. (2003). Measuring attraction to organizations. *Educational and Psychological Measurement*, 63(6), 986–1001. <https://doi.org/10.1177/0013164403258403>
- Junça Silva, A., & 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), 1–16. <https://doi.org/10.1108/IJOA-01-2022-3129>
- Kele, J. E., & Cassell, C. M. (2023). The Face of the Firm: The Impact of Employer Branding on Diversity. *British Journal of Management*, 34(2), 692–708. <https://doi.org/10.1111/1467-8551.12608>
- Khan, R. N. (2017). Relationship between Reputation Perception and Job Pursuit Intention in Private Sector. *International Journal of Economics & Management Sciences*, 06(03). <https://doi.org/10.4172/2162-6359.1000422>
- Kucherov, D. G., Tsybova, V. S., Yu. Lisovskaia, A., & Alkanova, O. N. (2022). Brand orientation, employer branding and internal branding: Do they effect on recruitment during the COVID-19 pandemic? *Journal of Business Research*, 151, 126–137. <https://doi.org/10.1016/j.jbusres.2022.06.053>
- Kucherov, 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. <https://doi.org/10.1108/03090591211192647>
- Larsson, S., & Rosell, H. (2014). *Employer Branding: Employer Attractiveness, Corporate Reputation, and Job Application Intentions*. Luleå University of Technology.
- Lind, D. A., Marchal, W. G., & Wathen, S. Adam. (2012). *Statistical techniques in business & economics*. McGraw-Hill/Irwin.
- Manpower Group. (2023). *Q3 ManpowerGroup Employment Outlook Survey Global Hiring Plans Cool for Summer Yet Talent Shortages Remain*.
- Martin, G., Gollan, P. J., & Grigg, K. (2011). Is there a bigger and better future for employer branding? Facing up to innovation, corporate reputations and wicked problems in SHRM. *International Journal of Human Resource Management*, 22(17), 3618–3637. <https://doi.org/10.1080/09585192.2011.560880>
- Olavia, L. (2022, August 11). *Inilah 100 perusahaan terbesar di Indonesia, BUMN Dominan*. <https://investor.id/market-and-corporate/302801/inilah-100-perusahaan-terbesar-di-indonesia-bumn-dominan>
- Ployhart, R. E. (2006). Staffing in the 21st Century: New challenges and strategic opportunities. In *Journal of Management* (Vol. 32, Issue 6, pp. 868–897). <https://doi.org/10.1177/0149206306293625>



- Purohit, D., Jayswal, M., & Muduli, A. (2021). Factors influencing graduate job choice – a systematic literature review. *European Journal of Training and Development*, 45(4/5), 381–401. <https://doi.org/10.1108/EJTD-06-2020-0101>
- Roberson, Q. M., Collins, C. J., & Oreg, S. (2005). The Effects Of Recruitment Message Specificity On Applicant Attraction To Organizations. *Journal of Business and Psychology*, 19(3), 319–339. <https://doi.org/10.1007/s10869-004-2231-1>
- Saini, A., Saini, G. K., & Kumar, S. (2021). Role of Corporate Social Marketing Campaigns in Employer Branding: A Study of Campus Engagement Initiatives. *Social Marketing Quarterly*, 27(4), 324–346. <https://doi.org/10.1177/15245004211053858>
- Saini, G. K., & Jawahar, I. M. (2019). The influence of employer rankings, employment experience, and employee characteristics on employer branding as an employer of choice. *Career Development International*, 24(7), 636–657. <https://doi.org/10.1108/CDI-11-2018-0290>
- Saini, G. K., Rai, P., & Chaudhary, M. K. (2014). What do best employer surveys reveal about employer branding and intention to apply? *Journal of Brand Management*, 21(2), 95–111. <https://doi.org/10.1057/bm.2013.10>
- Schindler, P. S. (2022). *Business Research Methods* (14th ed.). McGraw-Hill.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). John Wiley & Sons. [www.wileypluslearningspace.com](http://www.wileypluslearningspace.com)
- Sharma, R., & Prasad, A. (2018). Employer brand and its unexplored impact on intent to join. *International Journal of Organizational Analysis*, 26(3), 536–566. <https://doi.org/10.1108/IJOA-11-2017-1280>
- Sivertzen, A. M., Nilsen, E. R., & Olafsen, A. H. (2013). Employer branding: Employer attractiveness and the use of social media. *Journal of Product and Brand Management*, 22(7), 473–483. <https://doi.org/10.1108/JPBM-09-2013-0393>
- Stemmler, H. (2022). *The effects of COVID-19 on businesses: key versus non-key firms*. [https://www.ilo.org/global/publications/working-papers/WCMS\\_855012/lang--en/index.htm](https://www.ilo.org/global/publications/working-papers/WCMS_855012/lang--en/index.htm)
- Theurer, C. P., Tumasjan, A., Welpe, I. M., & Lievens, F. (2018). Employer Branding: A Brand Equity-based Literature Review and Research Agenda. *International Journal of Management Reviews*, 20(1), 155–179. <https://doi.org/10.1111/ijmr.12121>
- Thompson, A. A., Peteraf, M. A., Gamble, J. E., & Strickland III, A. J. (2022). *CRAFTING AND EXECUTING STRATEGY The Quest for Competitive Advantage Concepts and Cases*.



UNIVERSITAS  
GADJAH MADA

PENGARUH EMPLOYER BRANDING TERHADAP INTENSI MELAMAR PEKERJAAN DIMEDIASI OLEH REPUTASI PERUSAHAAN:

**STUDI PADA PT A**

Dariatus Sa'diah, Ely Susanto, S.IP., MBA., Ph.D.

Universitas Gadjah Mada, 2023 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Turban, D. B., & Cable, D. M. (2003). Firm reputation and applicant pool characteristics. *Journal of Organizational Behavior*, 24(6), 733–751. <https://doi.org/10.1002/job.215>

Turban, D. B., Forret, M. L., & Hendrickson, C. L. (1998). Applicant Attraction to Firms: Influences of Organization Reputation, Job and Organizational Attributes, and Recruiter Behaviors. In *JOURNAL OF VOCATIONAL BEHAVIOR* (Vol. 52).

Weigelt, K., & Camerer, C. (1988). Reputation and corporate strategy: A review of recent theory and applications. *Strategic Management Journal*, 9(5), 443–454. <https://doi.org/10.1002/smj.4250090505>

Whysall, Z., Owtram, M., & Brittain, S. (2019). The new talent management challenges of Industry 4.0. *Journal of Management Development*, 38(2), 118–129. <https://doi.org/10.1108/JMD-06-2018-0181>

Williamson, I. O., King, J. E., Lepak, D., & Sarma, A. (2010). Firm reputation, recruitment web sites, and attracting applicants. *Human Resource Management*, 49(4), 669–687. <https://doi.org/10.1002/hrm.20379>