

References

- Aaker, D. A. (2004). Leveraging the corporate brand. *California Management Review*, 46(3), 6–18. <https://doi.org/10.1177/000812560404600301>
- Abdullah, M. (2015). *Metodologi penelitian kuantitatif*. Aswaja Presindo. <https://idr.uin-antasari.ac.id/5014/>
- Adecco. (2015). *Discover the future of social recruiting and smartworking*. <https://englishbulletin.adapt.it/wp-content/uploads/2015/10/Adecco-Work-Trends-Study-2015.pdf>
- Ahdiat, A. (2023, March 15). *Awal 2023, pengunjung e-commerce Indonesia menurun*. Databoks.katadata.co.id. <https://databoks.katadata.co.id/datapublish/2023/03/15/awal-2023-pengunjung-e-commerce-indonesia-menurun>
- Allen, D. G., Biggane, J. E., Pitts, M., Otondo, R., & Van Scotter, J. (2013). Reactions to recruitment web sites: Visual and verbal attention, attraction, and intentions to pursue employment. *Journal of Business and Psychology*, 28(3), 263–285. <https://doi.org/10.1007/s10869-012-9281-6>
- Amalia, A. (2018). *Employer Branding: When HR is the new marketing*. Kompas.
- Ayu Radhinda, P. (2020). Penerapan proses employer branding pada perusahaan e-commerce (studi kasus pada shopee Indonesia). *Tuturlogi*, 1(3), 185–204. <https://doi.org/10.21776/ub.tuturlogi.2020.001.03.3>
- Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career Development International*, 9(5), 501–517.
- Bae, M. (2018). Understanding the effect of the discrepancy between sought and obtained gratification on social networking site users' satisfaction and continuance intention. *Computers in Human Behavior*, 79, 137–153. <https://doi.org/10.1016/j.chb.2017.10.026>
- Barber, A. E., & Roehling, M. V. (1993). Job postings and the decision to interview: A verbal protocol analysis. *Journal of Applied Psychology*, 78(5), 845–856. <https://doi.org/10.1037/0021-9010.78.5.845>
- Batra, R., & Keller, K. L. (2016). Integrating marketing communications: New findings, new lessons, and new ideas. *Journal of Marketing*, 80(6), 122–145. <https://doi.org/10.1509/jm.15.0419>
- Bondarouk, T., & Olivás-Luján, M. R. (2013). Social media in human resources management. *Advanced Series in Management*.
- Borstorff, P. C., Marker, M. B., & Bennett, D. S. (2007). Online recruitment: Attitudes and behaviors of job seekers. *Journal of Strategic E - Commerce Preview Publication Details*, 5(1/2).
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Breaugh, J. A., & Starke, M. (2000). Research on employee recruitment: So many studies, so many remaining questions. *Journal of Management*, 26(3), 405–434. Sagepub. <https://doi.org/10.1177/014920630002600303>
- Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35(9), 770–790. Emerald. <https://doi.org/10.1108/01409171211255948>
- Cappelli, P. (2001). Making the most of online recruiting. *Harvard Business Review*, 79(3).



- Carpentier, M. (2019). *Social media and employer branding*.
- Carpentier, M., Van Hoye, G., & Weijters, B. (2019). Attracting applicants through the organization's social media page: Signaling employer brand personality. *Journal of Vocational Behavior*, *115*, 103326. <https://doi.org/10.1016/j.jvb.2019.103326>
- Carpentier, M., Van Hoye, G., & Weng, Q. (2019). Social media recruitment: Communication characteristics and sought gratifications. *Frontiers in Psychology*, *10*(1). <https://doi.org/10.3389/fpsyg.2019.01669>
- Cheung, M. L., Leung, W. K. S., Aw, E. C.-X., & Koay, K. Y. (2022). "I follow what you post!": The role of social media influencers' content characteristics in consumers' online brand-related activities (cobras). *Journal of Retailing and Consumer Services*, *66*, 102940. Scienencedirect. <https://doi.org/10.1016/j.jretconser.2022.102940>
- Chu, S.-C., Kamal, S., & Kim, Y. (2013). Understanding consumers' responses toward social media advertising and purchase intention toward luxury products. *Journal of Global Fashion Marketing*, *4*(3), 158–174. <https://doi.org/10.1080/20932685.2013.790709>
- Collins, C. J., & Stevens, C. K. (2002). The relationship between early recruitment-related activities and the application decisions of new labor-market entrants: A brand equity approach to recruitment. *Journal of Applied Psychology*, *87*(6). <https://doi.org/10.1037//0021-9010.87.6.1121>
- Dean, D., Forbes, S., & Manna, V. (2020). Diagnostic tools to assess social media presence for marketers of experiential products: Exploring the content and social network structure of wine-related social media interactions across twitter, facebook, and instagram. *International Journal of Applied Business Research*, *2*(2).
- Faeq, D. K. (2022). The importance of employee involvement in work activities to overall productivity. *Journal of Humanities and Education Development*, *4*(5), 15–26. <https://doi.org/10.22161/jhed.4.5.4>
- Fernández-Aráoz, C., Groyberg, B., & Nohria, N. (2009). The definitive guide to recruiting in good times and bad. *Harvard Business Review*, *87*(5).
- Franca, V., & Pahor, M. (2012a). The strength of the employer brand: Influences and implications for recruiting. *Journal of Marketing and Management*, *3*(1).
- Franca, V., & Pahor, M. (2012b). The strength of the employer brand: Influences and implications for recruiting. *Journal of Marketing and Management*, *3*(1).
- Gan, C. (2017). Understanding WeChat users' liking behavior: An empirical study in China. *Computers in Human Behavior*, *68*, 30–39. <https://doi.org/10.1016/j.chb.2016.11.002>
- Gao, Q., & Feng, C. (2016a). Branding with social media: User gratifications, usage patterns, and brand message content strategies. *Computers in Human Behavior*, *63*, 868–890.
- Gao, Q., & Feng, C. (2016b). Branding with social media: User gratifications, usage patterns, and brand message content strategies. *Computers in Human Behavior*, *63*, 868–890.
- Geofanny, R., & Faraz, F. (2023). Employer branding dan e-recruitment terhadap minat melamar pekerjaan generasi Z. *Psikostudia: Jurnal Psikologi*, *12*(1). <https://doi.org/10.30872/psikostudia.v12i1>
- Ghozali, I. (2018). *Desain penelitian kuantitatif & kualitatif untuk akuntansi bisnis dan ilmu sosial* (9th ed.). Badan Penerbit Universitas Diponegoro.
- 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>



- Gómez, M., Lopez, C., & Molina, A. (2019). An integrated model of social media brand engagement. *Computers in Human Behavior*, 96, 196–206. <https://doi.org/10.1016/j.chb.2019.01.026>
- Hajli, N., Shanmugam, M., Papagiannidis, S., Zahay, D., & Richard, M.-O. (2017). Branding co-creation with members of online brand communities. *Journal of Business Research*, 70(1), 136–144. <https://doi.org/10.1016/j.jbusres.2016.08.026>
- Hameed, A. A., & Anwar, K. (2018). Analyzing the relationship between intellectual capital and organizational performance: A study of selected private banks in kurdistan. *International Journal of Social Sciences & Educational Studies*, 4(4). <https://doi.org/10.23918/ijsses.v4i4p39>
- 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. <https://doi.org/10.51415/ajims.v3i1.860>
- Hewlett, S. A., & Rashid, R. (2010). The battle for female talent in emerging market. *Harvard Business Review*, 88(5).
- Janna, N. M., & Herianto. (2021). Konsep uji validitas dan reliabilitas dengan menggunakan SPSS. *Jurnal Manajemen*. <https://doi.org/10.31219/osf.io/v9j52>
- Keller, K. L. (2013). *Strategic brand management: Building, measuring, and managing brand equity* (4th ed.). Pearson Education.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed.). Pearson Education Limited.
- Kemp, S. (2023, February 9). *Digital 2023: Indonesia*. DataReportal – Global Digital Insights. <https://datareportal.com/reports/digital-2023-indonesia>
- Lazányi, K., & Bilan, Y. (2017). Generation Z on the labour market – do they trust others within their workplace? *Polish Journal of Management Studies*, 16(1), 78–93. <https://doi.org/10.17512/pjms.2017.16.1.07>
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Madera, J. M. (2012). Using social networking websites as a selection tool: The role of selection process fairness and job pursuit intentions. *International Journal of Hospitality Management*, 31(4), 1276–1282. <https://doi.org/10.1016/j.ijhm.2012.03.008>
- Mann, H. B., & Whitney, D. R. (1947). On a test of whether one of two random variables is stochastically larger than the other. *The Annals of Mathematical Statistics*, 18(1), 50–60. <https://doi.org/10.1214/aoms/1177730491>
- McFarland, L. A., & Ployhart, R. E. (2015). Social media: A contextual framework to guide research and practice. *Journal of Applied Psychology*, 100(6), 1653–1677. <https://doi.org/10.1037/a0039244>
- Morra, M. C., Ceruti, F., Chierici, R., & Di Gregorio, A. (2018). Social vs traditional media communication: Brand origin associations strike a chord. *Journal of Research in Interactive Marketing*, 12(1), 2–21. <https://doi.org/10.1108/jrim-12-2016-0116>
- Muhamad, N. (2024). *Mayoritas anak muda Indonesia gunakan internet untuk media sosial*. Databoks.katadata.co.id; Databoks. <https://databoks.katadata.co.id/datapublish/2024/01/11/mayoritas-anak-muda-indonesia-gunakan-internet-untuk-media-sosial>



UNIVERSITAS
GADJAH MADA

The Relationship of Social Media Usage, Communication Characteristics, and Branding Uniqueness
by
@LifeAtBibli Instagram Account and the Intention to Apply at Bibli: A Survey Among Indonesian
Undergraduate Students

ALIKA NOVARIZA BULZUARDI, Acniah Damayanti, S.I.P., M.Sc.

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

- Muzhiroh, M. (2020). *Pengaruh persepsi kualitas, motivasi dan gaya hidup konsumen terhadap keputusan pembelian smartphone oppo (studi kasus pada masyarakat kelurahan Cakung Barat)*. <http://repository.stei.ac.id/1537/>
- Neuman, W. L. (2013). *Social research methods: Qualitative and quantitative approaches* (7th ed.). Pearson.
- Okazaki, S., & Taylor, C. R. (2013). Social media and international advertising: Theoretical challenges and future directions. *International Marketing Review*, 30(1), 56–71.
- Pansari, A., & Kumar, V. (2017). Customer engagement: The construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Putra, H. M. (2020). *Implementation of social media application as recruitment platform: Impact on job seekers and intention to apply*. <https://doi.org/10.4108/eai.17-7-2020.2302968>
- Raacke, J., & Bonds-Raacke, J. (2008). MySpace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites. *CyberPsychology & Behavior*, 11(2), 169–174. <https://doi.org/10.1089/cpb.2007.0056>
- Rahayu. (2008). *Metode survei: Karakteristik dan prosedur aplikasinya*. in P. narendra (Ed.), *Metodologi Riset Komunikasi: Panduan untuk Melaksanakan Penelitian Komunikasi* (pp. 49–79). Balai Pengkajian Dan Pengembangan Informasi (BPPI) Wilayah IV Yogyakarta Dan Pusat Kajian Media Dan Budaya Populer Yogyakarta.
- Rani, I. H., Jalih, J. H., & Widyowati, L. A. (2022). Indonesian generation Z work expectation and intention to apply for job: Role of social media. *Quantitative Economics and Management Studies*, 3(2), 193–206. <https://doi.org/10.35877/454RI.qems831>
- Reis, G. G., & Braga, B. M. (2016). Employer attractiveness from a generation perspective: Implications for employer branding. *Revista de Administração*, 51(1), 103–116. <https://doi.org/10.5700/rausp1226>
- Rezazadeh, A., & Mahjoub, M. (2016). Alliance entrepreneurship and entrepreneurial orientation: The mediating effect of knowledge transfer. *Gadjah Mada International Journal of Business*, 18(3), 263. <https://doi.org/10.22146/gamaijb.22220>
- Ryan, A. M., Horvath, M., & Kriska, S. D. (2005). The role of recruiting source informativeness and organizational perceptions in decisions to apply. *International Journal of Selection and Assessment*, 13(4), 235–249. <https://doi.org/10.1111/j.1468-2389.2005.00321.x>
- Shaari, H., Hamid, S. N. S. A., & Mabkhot, H. A. (2022). Millennials' response toward luxury fashion brands: The balance theory's perspective. *Gadjah Mada International Journal of Business*, 24(1), 101–126. <https://doi.org/10.22146/gamaijb.66352>
- Short, J., Williams, E., & Christie, B. (1976). The social psychology of telecommunications. *Contemporary Sociology*, 7(1), 32. <https://doi.org/10.2307/2065899>
- Sivertzen, A.-M., Nilsen, E. R., & Olafsen, A. H. (2013). Employer branding: Employer attractiveness and the use of social media. *Journal of Product & Brand Management*, 22(7), 473–483.
- Smith, W. P., & Kidder, D. L. (2010). You've been tagged! (Then again, maybe not): Employers and Facebook. *Business Horizons*, 53(5), 491–499. <https://doi.org/10.1016/j.bushor.2010.04.004>
- So, K. K. F., King, C., & Sparks, B. (2014). Customer engagement with tourism brands. *Journal of Hospitality & Tourism Research*, 38(3), 304–329. <https://doi.org/10.1177/1096348012451456>



- Soeling, P. D., Ajeng Arsanti, S. D., & Indriati, F. (2022). Organizational reputation: Does it mediate the effect of employer brand attractiveness on intention to apply in Indonesia? *Heliyon*, 8(4), e09208. <https://www.sciencedirect.com/science/article/pii/S2405844022004960>
- Stoughton, J. W., Thompson, L. F., & Meade, A. W. (2015). Examining applicant reactions to the use of social networking websites in pre-employment screening. *Journal of Business and Psychology*, 30(1), 73–88. <https://doi.org/10.1007/s10869-013-9333-6>
- Sugiyono. (2013). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Swani, K., Milne, G. R., Brown, B. P., Assaf, A. G., & Donthu, N. (2017). What messages to post? Evaluating the popularity of social media communications in business versus consumer markets. *Industrial Marketing Management*, 62, 77–87.
- Swani, K., Milne, G. R., & Miller, E. G. (2021). Social media services branding: The use of corporate brand names. *Journal of Business Research*, 125. <https://doi.org/10.1016/j.jbusres.2019.04.033>
- Syafira, A. (2022). *Hubungan antara kecemasan menghadapi tes dengan hasil belajar biologi siswa di SMAN kota Depok*.
- Thevenot, G. (2007). Blogging as a social media. *Tourism and Hospitality Research*, 7(3-4), 287–289. <https://doi.org/10.1057/palgrave.thr.6050062>
- Turban, D. B., & Greening, D. W. (1997). Corporate social performance and organizational attractiveness to prospective employees. *Academy of Management Journal*, 40(3), 658–672. <https://doi.org/10.2307/257057>
- Van Hoye, G., & Lievens, F. (2009). Tapping the grapevine: A closer look at word-of-mouth as a recruitment source. *Journal of Applied Psychology*, 94(2), 341–352. <https://doi.org/10.1037/a0014066>
- Van Iddekinge, C. H., Lanivich, S. E., Roth, P. L., & Junco, E. (2016). Social media for selection? Validity and adverse impact potential of a facebook-based assessment. *Journal of Management*, 42(7), 1811–1835. <https://doi.org/10.1177/0149206313515524>
- Verma, J. P. (2019). *Statistics and research methods in psychology with excel*. Springer Singapore. <https://doi.org/10.1007/978-981-13-3429-0>
- Wei, Y.-C., Chang, C.-C., Lin, L.-Y., & Liang, S.-C. (2016). A fit perspective approach in linking corporate image and intention-to-apply. *Journal of Business Research*, 69(6), 2220–2225. <https://doi.org/10.1016/j.jbusres.2015.12.033>
- Whiting, A., & Williams, D. (2013). Why people use social media: A uses and gratifications approach. *Qualitative Market Research*, 16(4), 362–369. <https://doi.org/10.1108/QMR-06-2013-0041>
- Wilcoxon, F. (1945). Individual comparisons by ranking methods. *Biometrics Bulletin*, 1(6), 80–83. <https://doi.org/10.2307/3001968>
- Williamson, I. O., Lepak, D. P., & King, J. (2003). The effect of company recruitment web site orientation on individuals' perceptions of organizational attractiveness. *Journal of Vocational Behavior*, 63(2), 242–263. [https://doi.org/10.1016/s0001-8791\(03\)00043-5](https://doi.org/10.1016/s0001-8791(03)00043-5)