

ABSTRAK

Penelitian ini bertujuan untuk mengevaluasi dampak *Employer Attractiveness* terhadap Intensi Melamar Pekerjaan dengan *Online Reviews* Perusahaan sebagai variabel pemoderasi. Fokus penelitian ini adalah pada mahasiswa tingkat akhir dan *fresh graduate* dari Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada yang memiliki minat bekerja di PT Telkom Indonesia Tbk. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei yang dilakukan melalui kuesioner daring. Sampel diperoleh menggunakan teknik purposive sampling, menghasilkan 165 responden valid.

Analisis data dilakukan dengan *Multiple Hierarchical Regression* (MHR). Hasil menunjukkan bahwa *Employer Attractiveness* memiliki pengaruh positif dan signifikan terhadap Intensi Melamar Pekerjaan. Selain itu, *Online Reviews* Perusahaan terbukti memperkuat hubungan antara *Employer Attractiveness* dan Intensi Melamar Pekerjaan sebagai variabel pemoderasi. Temuan ini mengindikasikan bahwa persepsi positif calon pelamar terhadap daya tarik perusahaan semakin meningkat apabila didukung oleh ulasan daring yang baik, yang pada akhirnya mendorong niat mereka untuk melamar pekerjaan di perusahaan tersebut.

Penelitian ini memberikan kontribusi terhadap literatur mengenai strategi *employer attractiveness* dan pengaruhnya terhadap intensi melamar pekerjaan, serta menawarkan implikasi praktis bagi perusahaan dalam mengelola citra mereka di situs ulasan daring guna menarik talenta berkualitas.

Kata Kunci: *Employer Attractiveness*, Intensi Melamar Pekerjaan, *Online Reviews* Perusahaan, PT Telkom Indonesia Tbk.

ABSTRACT

This research aims to explore the influence of Employer Attractiveness on the Intentions to Apply for Jobs, with Company Online Reviews serving as a moderating factor. The study targets final-year students and recent graduates from the Faculty of Economics and Business at Universitas Gadjah Mada who are interested apply at PT Telkom Indonesia Tbk. A quantitative research method was adopted, employing an online survey to gather data. The sample was carefully selected using purposive sampling, leading to 165 valid responses.

The data were analyzed using Multiple Hierarchical Regression (MHR). The findings reveal that Employer Attractiveness has a significant and positive impact on Job Application Intentions. Moreover, Company Online Reviews were found to enhance the relationship between Employer Attractiveness and Job Application Intentions, acting as a moderating factor. These results suggest that positive perceptions of a company's attractiveness among potential applicants are amplified when reinforced by favorable online reviews, thus boosting their intention to apply for positions at the company.

This research adds to the body of knowledge on employer attractiveness strategies and their effect on job application intentions, while also offering practical insights for companies on how to manage their online reputation to attract top talent.

Keywords: *Employer Attractiveness, Job Application Intentions, Company Online Reviews, PT Telkom Indonesia Tbk*