

BIBLIOGRAPHY

- Anam, K. (2024, December 11). CCEP Indonesia Raih Championing Sustainability Company. *CNBC Indonesia*.
<https://www.cnbcindonesia.com/news/20241211143358-4-595104/ccep-indonesia-raih-championing-sustainability-company>.
- Bachrach, D. G., Vlachos, P. A., Irwin, K., & Morgeson, F. P. (2022). Does “how” firms invest in corporate social responsibility matter? An attributional model of job seekers’ reactions to configurational variation in corporate social responsibility. *Human Relations*, 75(3), 532–559.
<https://doi.org/10.1177/0018726720971036>.
- Barhate, B., & Dirani, K. M. (2022). Career aspirations of generation Z: A systematic literature review. *European Journal of Training and Development*, 46(1/2), 139–157. <https://doi.org/10.1108/EJTD-07-2020-0124>.
- Bharadwaj, S. (2024). How the interplay of social media usage and online reviews generate intention to apply for a job vacancy: An employer branding-based agenda. *Management Research Review*, 47(3), 441–463.
<https://doi.org/10.1108/MRR-05-2022-0365>.
- Boehncke, G. A. (2023). The role of CSR in high potential recruiting: Literature review on the communicative expectations of high potentials. *Corporate Communications: An International Journal*, 28(2), 249–273.
<https://doi.org/10.1108/CCIJ-02-2022-0021>.
- BPS. (2021). *Jumlah Penduduk Menurut Kabupaten/Kota (Jiwa), 2018-2020*. <https://jabar.bps.go.id/id/statistics-table/2/MTMzIzI=/jumlah-penduduk-menurut-kabupaten-kota--jiwa-.html>.
- BPS. (2021b). *Jumlah Penduduk menurut Wilayah, Klasifikasi Generasi, dan Jenis Kelamin, Indonesia, Tahun 2020*. <https://sensus.bps.go.id/topik/tabular/sp2020/2>.
- BPS. (2022). *Analisis Profil Penduduk Indonesia: Mendeskripsikan Peran Penduduk dalam Pembangunan*. Badan Pusat Statistik.
- BPS. (2023). *Proyeksi Penduduk Indonesia 2020-2050: Hasil Sensus penduduk 2020*. Badan Pusat Statistik.
- BPS. (2024, April 5). *Jumlah Penduduk menurut Kelompok Umur dan Kabupaten/Kota di Provinsi DKI Jakarta (Jiwa), 2023*. <https://jakarta.bps.go.id/id/statistics-table/2/MTMxNiMy/jumlah-penduduk-menurut-kelompok-umur-dan-kabupaten-kota-di-provinsi-dki-jakarta.html>.
- BPS. (2024b, April 23). *Jumlah Penduduk Menurut Kabupaten/Kota dan Jenis Kelamin di Provinsi Banten (Ribu Jiwa), 2023-2024*. <https://banten.bps.go.id/id/statistics-table/2/NTIxIzI=/jumlah-penduduk-menurut-kabupaten-kota-dan-jenis-kelamin-di-provinsi-banten--ribu-jiwa-.html>.

- BPS. (2024c, August 20). *Persentase Usia Muda (15-24 Tahun) Yang Sedang Tidak Sekolah, Bekerja Atau Mengikuti Pelatihan (2021-2023)*. <https://www.bps.go.id/en/statistics-table/2/MTE4NiMy/percentage-of-youth--aged-15-24-years--not-in-education--employment-or-training--neet-.html>.
- Caputo, A., Molino, M., Cerato, B., & Cortese, C. G. (2023). Employer attractiveness: Two instruments to measure employer branding and reputation. *Sage Open*, *13*(3), 21582440231192188. <https://doi.org/10.1177/21582440231192188>.
- CCEP Indonesia. (n.d.). *Sustainability Indonesia*. Retrieved May 25, 2025, from <https://www.cocacolaep.com/id-id/sustainability>.
- Deloitte. (2024). *2024 Gen Z and Millennial Survey: Living and working with purpose in a transforming world*. <https://www.deloitte.com/global/en/issues/work/content/genz-millennialsurvey.html>.
- DLH DKI Jakarta. (2024). *Dokumen Informasi Kinerja Pengelolaan Lingkungan Hidup Daerah Provinsi DKI Jakarta Tahun 2024*. Dinas Lingkungan Hidup Provinsi DKI Jakarta. https://lingkunganhidup.jakarta.go.id/files/dikplh/DIKPLHD_PROV%20DKI_JKT_2024_FULL_TTD.pdf.
- Dowling, G. R. (2016). Defining and measuring corporate reputations. *European Management Review*, *13*(3), 207–223. <https://doi.org/10.1111/emre.12081>.
- Dutta, D., Mishra, S. K., & Varma, A. (2021). Predictors of job pursuit intention across career stages: A multi-phase investigation. *The International Journal of Human Resource Management*, *32*(20), 4215–4252. <https://doi.org/10.1080/09585192.2019.1651376>.
- Elbendary, I., Elsetouhi, A. M., Marie, M., & Aljafari, A. M. (2024). A mixed-methods approach for the relationship between organizational attributes, reputation, employer brand and intention to apply for a job vacancy. *Personnel Review*, *53*(5), 1244–1268. <https://doi.org/10.1108/PR-03-2021-0188>.
- Fombrun, C. J. (2012). The Building Blocks of Corporate Reputation: Definitions, Antecedents, Consequences. In *The Oxford Handbook of Corporate Reputation*. Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199596706.013.0005>.
- Greenpeace Indonesia. (2025, February 24). *Greenpeace Desak Kepala Daerah Jabodetabek yang Baru Tingkatkan Kesejahteraan Masyarakat dengan Fokus Atasi Masalah Lingkungan dan Iklim*. Greenpeace Indonesia. <https://www.greenpeace.org/indonesia/siaran-pers-2/62268/greenpeace-desak-kepala-daerah-jabodetabek-yang-baru-tingkatkan-kesejahteraan-masyarakat-dengan-fokus-atasi-masalah-lingkungan-dan-iklim>.
- Gunawan, J., Permatasari, P., & Fauzi, H. (2022). The evolution of sustainability reporting practices in Indonesia. *Journal of Cleaner Production*, *358*, 131798. <https://doi.org/10.1016/j.jclepro.2022.131798>.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (Eighth edition). Cengage.

- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Mediation Analysis. In J. F. Hair, G. T. M. Hult, C. M. Ringle, M. Sarstedt, N. P. Danks, & S. Ray, *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R* (pp. 139–153). Springer International Publishing. https://doi.org/10.1007/978-3-030-80519-7_7.
- Hayes, A. F. (2022). *Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach* (Third edition). The Guilford Press.
- Hinduan, Z. R., Anggraeni, A., & Agia, M. I. (2020). Generation Z in Indonesia: The self-driven digital. In E. Gentina & E. Parry (Eds.), *The New Generation Z in Asia: Dynamics, Differences, Digitalisation* (pp. 121–134). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-80043-220-820201012>.
- Ikhide, J. E., Tarik Timur, A., & Ogunmokun, O. A. (2021). The strategic intersection of HR and CSR: CSR motive and millennial joining intention. *Journal of Management & Organization*, 1–19. <https://doi.org/10.1017/jmo.2021.47>.
- Ma, K., & Fang, B. (2023). Exploring Generation Z's expectations at future work: The impact of digital technology on job searching. *European Journal of Training and Development*. <https://doi.org/10.1108/EJTD-05-2023-0076>.
- Oxford English Dictionary. (2023). *Greenwashing, n*. Oxford University Press; Oxford English Dictionary. <https://doi.org/10.1093/OED/3883558326>.
- Pertamina. (n.d.). *Tanggung Jawab Sosial Perusahaan Pertamina*. Retrieved May 25, 2025, from <https://www.pertamina.com/id/tanggung-jawab-sosial-perusahaan>
- Pertamina. (2024). *Ensuring Transition, Energizing the Nation Laporan Keberlanjutan 2023*. <https://sustainability.pertamina.com/id-ID/Reports-and-Publications/Sustainability-Report/Sustainability-Report-2023.pdf>.
- Ponzi, L. J., Fombrun, C. J., & Gardberg, N. A. (2011). RepTrak™ Pulse: Conceptualizing and validating a short-form measure of corporate reputation. *Corporate Reputation Review*, 14(1), 15–35. <https://doi.org/10.1057/crr.2011.5>.
- Schindler, P. S. (2022). *Business Research Methods* (Fourteenth edition). McGraw-Hill.
- Silva, A. J., & Dias, H. (2023). 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>.
- Srisuphaolarn, P., & Assarut, N. (2019). Winning CSR strategies for the talent war. *Social Responsibility Journal*, 15(3), 365–378. <https://doi.org/10.1108/SRJ-06-2017-0107>.
- Statista. (2024). *Generation Z in Indonesia*. <https://www.statista.com/study/168745/generation-z-in-indonesia>.
- Story, J., Castanheira, F., & Hartig, S. (2016). Corporate social responsibility and organizational attractiveness: Implications for talent management. *Social Responsibility Journal*, 12(3), 484–505. <https://doi.org/10.1108/SRJ-07-2015-0095>.

- Tarigan, J., Susanto, A. R. S., Hatane, S. E., Jie, F., & Foedjiawati, F. (2021). Corporate social responsibility, job pursuit intention, quality of work life and employee performance: Case study from Indonesia controversial industry. *Asia-Pacific Journal of Business Administration*, 13(2), 141–158. <https://doi.org/10.1108/APJBA-09-2019-0189>.
- Tempo. (2024, October 22). Walhi: Ada 6 Isu Besar Lingkungan Jakarta yang Mendesak, Para Calon Gubernur Hanya Membahas Sebagian. *Tempo*. <https://www.tempo.co/lingkungan/walhi-ada-6-isu-besar-lingkungan-jakarta-yang-mendesak-para-calon-gubernur-hanya-membahas-sebagian-1161038>.
- Thang, N. N., Rowley, C., Mayrhofer, W., & Anh, N. T. P. (2023). Generation Z job seekers in Vietnam: CSR-based employer attractiveness and job pursuit intention. *Asia Pacific Business Review*, 29(3), 797–815. <https://doi.org/10.1080/13602381.2022.2058217>.
- Thanh, P. T., Ha Tu, N., Thi Hong Ngoc, P., & Thuy Ha, L. T. (2024). Corporate Social Responsibility, corporate reputation and intention to apply for a job: Evidence from students in an emerging economy. *International Journal of Organizational Analysis*, 32(1), 17–34. <https://doi.org/10.1108/IJOA-11-2022-3484>.
- 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>.
- Turker, D. (2009). Measuring corporate social responsibility: A scale development study. *Journal of Business Ethics*, 85(4), 411–427. <https://doi.org/10.1007/s10551-008-9780-6>.
- Unilever Indonesia. (n.d.). *Sustainability Unilever*. Retrieved May 25, 2025, from <https://www.unilever.co.id/en/sustainability/>
- Unilever Indonesia. (2025). *Investing for a Sustainable Future Indonesia Sustainability Report 2024*. <https://www.unilever.co.id/files/indonesia-sustainability-report-2024.pdf>
- Vieira, J., Gomes Da Costa, C., & Santos, V. (2024). Talent management and Generation Z: A systematic literature review through the lens of employer branding. *Administrative Sciences*, 14(3), 49. <https://doi.org/10.3390/admsci14030049>.
- Xu, R., Liu, J., & Yang, D. (2023). The formation of reputation in CSR disclosure: The role of signal transmission and sensemaking processes of stakeholders. *Sustainability*, 15(12), 9418. <https://doi.org/10.3390/su15129418>.