

## INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh lima dimensi *Employer Branding* (EB) yang meliputi nilai minat, nilai sosial, nilai ekonomi, nilai pengembangan, dan nilai aplikasi terhadap intensi melamar pekerjaan (IMP), dengan pengetahuan subjektif (PS) tentang boikot sebagai variabel moderasi. Studi ini dilakukan pada generasi Z yang tertarik melamar di lima perusahaan multinasional di Indonesia yang terkena isu boikot, yaitu Unilever Indonesia, KFC Indonesia, McDonald's Indonesia, Coca-Cola Indonesia, dan Pizza Hut Indonesia. Menggunakan metode kuantitatif dengan teknik *Partial Least Squares Structural Equation Modeling* (PLS-SEM), data diperoleh dari 260 responden. Hasil penelitian menunjukkan bahwa kelima dimensi EB tidak berpengaruh signifikan terhadap IMP, yang mengindikasikan bahwa persepsi positif terhadap citra pemberi kerja tidak serta-merta meningkatkan keinginan melamar kerja di perusahaan yang terdampak boikot. Selain itu, empat hubungan moderasi PS pada nilai minat, nilai sosial, nilai ekonomi, dan nilai pengembangan tidak signifikan, sementara hanya satu hubungan yang signifikan, yaitu efek negatif moderasi PS terhadap hubungan nilai aplikasi dan IMP. Temuan ini mengimplikasikan bahwa pengetahuan subjektif tentang boikot dapat menurunkan intensi generasi Z untuk melamar, terutama ketika persepsi terhadap perusahaan yang berorientasi pada kepedulian kemanusiaan dan peluang aktualisasi diri menjadi hal utama. Secara keseluruhan, hasil ini menunjukkan bahwa kesadaran terhadap isu sosial seperti boikot berpotensi melemahkan pengaruh strategi EB dalam menarik calon pelamar generasi Z pada perusahaan multinasional yang terdampak isu boikot (kerusakan citra).

**Kata Kunci:** *Employer branding*, intensi melamar pekerjaan, pengetahuan subjektif tentang boikot, generasi Z, perusahaan multinasional, boikot perusahaan.

## ABSTRACT

*This study aims to analyze the effect of the five dimensions of Employer Branding (EB)—interest value, social value, economic value, development value, and application value on the intention to apply for a job (IMP), with subjective knowledge (PS) about boycotts as a moderating variable. The study focuses on generation Z who interested in applying to five multinational companies in Indonesia that have been affected by boycott issues: Unilever Indonesia, KFC Indonesia, McDonald's Indonesia, Coca-Cola Indonesia, and Pizza Hut Indonesia. Using a quantitative approach with Partial Least Squares Structural Equation Modeling (PLS-SEM), data were collected from 260 respondents. The results indicate that all five EB dimensions have no significant effect on IMP, suggesting that a positive perception of employer image does not necessarily increase the intention to apply for jobs in companies whose reputations are affected by boycotts. Furthermore, four moderating effects of PS on interest value, social value, economic value, and development value were found to be insignificant, while only one relationship was significant, the negative moderating effect of PS on the relationship between application value and IMP. These findings imply that subjective knowledge about boycotts can reduce generation Z's intention to apply, particularly when perceptions of companies emphasizing humanitarian concern and opportunities for self-actualization become central considerations. Overall, the results suggest that awareness of social issues such as boycotts may weaken the influence of employer branding strategies in attracting generation Z applicants to multinational companies affected by reputational crises.*

**Keywords:** *Employer branding, intention to apply for a job, subjective knowledge about boycott, Generation Z, multinational companies, corporate boycott*