

INTISARI

Perubahan dinamika pasar tenaga kerja akibat digitalisasi dan meningkatnya fleksibilitas kerja telah memperketat kompetisi antar perusahaan, khususnya perusahaan rintisan, dalam memperoleh talenta berkualitas. Fenomena ini memperkuat relevansi konsep *war for talent* yang menekankan pentingnya strategi *employer branding* dan daya tarik perusahaan dalam mempengaruhi keputusan pelamar kerja. *Employer attractiveness* yang mencakup dimensi nilai minat, sosial, ekonomi, pengembangan, dan aplikasi, dipandang mampu meningkatkan intensi melamar, terutama di kalangan Generasi Z yang kini mendominasi pasar kerja. Namun, daya tarik perusahaan saja belum cukup tanpa didukung reputasi yang positif, terutama bagi perusahaan rintisan yang harus memiliki keunggulan kompetitif agar bisa menjadi pilihan utama bagi pelamar. Penelitian ini bertujuan menganalisis pengaruh *employer attractiveness* terhadap intensi melamar dengan reputasi perusahaan sebagai variabel mediasi dalam konteks perusahaan rintisan di Indonesia. Hasil penelitian diharapkan dapat memberikan kontribusi teoretis dan praktis bagi pengembangan strategi pengelolaan talenta berbasis pendekatan *employer attractiveness* dan reputasi organisasi.

Kata kunci: Employer Attractiveness; Reputasi Perusahaan; Intensi Melamar; Employer Branding; Perusahaan Rintisan; Generasi Z.

ABSTRACT

The changing dynamics of the labour market driven by digitalization and increasing work flexibility have intensified competition among companies, particularly startup companies in attracting high-quality talent. This phenomenon reinforces the relevance of the war for talent concept, which highlights the importance of employer branding strategies and organizational attractiveness in shaping job seekers' decisions. Employer attractiveness, which encompasses interest value, social value, economic value, development value, and application value, is considered capable of increasing job application intention, especially among Generation Z, who now dominate the labour market. However, attractiveness alone is insufficient without being supported by a positive reputation, particularly for startups that must develop competitive advantages to become a top choice for applicants. This study aims to analyze the influence of employer attractiveness on job application intention, with corporate reputation as a mediating variable, within the context of startup companies in Indonesia. The findings are expected to provide both theoretical and practical contributions to the development of talent management strategies based on employer attractiveness and organizational reputation.

Keywords: *Employer Attractiveness; Corporate Reputation; Intention to Apply; Employer Branding; Startup Companies; Generation Z.*