UNIVERSITAS
GADJAH MADA
**Peran Employer Brand Attractiveness dalam Memediasi Pengaruh Karakteristik Media Sosial terhadap
Niat Melamar Kerja**
Yusuf Juve Rifai, C. Budi Santoso, DR., M.Bus.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh karakteristik media sosial terhadap niat melamar kerja, serta peran mediasi employer brand attractiveness dalam hubungan tersebut. Objek penelitian ini adalah Generasi Z di Indonesia yang secara aktif mengikuti akun Instagram employer branding perusahaan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data primer dikumpulkan melalui penyebaran kuesioner daring menggunakan Google Forms dan dianalisis menggunakan teknik Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan jumlah responden sebanyak 345 orang. Hasil penelitian menunjukkan bahwa karakteristik media sosial berpengaruh positif dan signifikan terhadap niat melamar kerja, dengan nilai koefisien jalur langsung sebesar 0,255 ($p < 0,05$). Selain itu, employer brand attractiveness terbukti memediasi secara parsial komplementer hubungan antara karakteristik media sosial dan niat melamar kerja dengan nilai koefisien jalur tidak langsung sebesar 0,310 ($p < 0,05$). Hal ini menunjukkan bahwa konten Instagram employer branding yang memiliki social presence dan informativeness yang baik membentuk persepsi daya tarik perusahaan di mata kandidat, yang pada akhirnya mendorong munculnya niat melamar kerja. Berdasarkan temuan tersebut, disarankan agar perusahaan, khususnya yang menyasar kandidat dari Generasi Z di Indonesia, secara strategis membangun konten Instagram employer branding yang autentik, informatif, dan mampu merepresentasikan daya tarik perusahaan secara menyeluruh guna meningkatkan efektivitas rekrutmen berbasis media sosial.

Kata kunci: karakteristik media sosial, *employer brand attractiveness*, niat melamar kerja, *employer branding*, generasi z.

UNIVERSITAS
GADJAH MADA
Peran Employer Brand Attractiveness dalam Memediasi Pengaruh Karakteristik Media Sosial terhadap Niat Melamar Kerja
Yusuf Juve Rifai, C. Budi Santoso, DR., M.Bus.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

This study aims to examine the effect of social media characteristics on intention to apply, as well as the mediating role of employer brand attractiveness in that relationship. The subjects of this study are Generation Z individuals in Indonesia who actively follow company employer branding accounts on Instagram. This study employs a quantitative approach with a survey method. Primary data were collected through an online questionnaire distributed via Google Forms and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software. The sampling technique used was purposive sampling with a total of 345 respondents. The results indicate that social media characteristics have a positive and significant effect on intention to apply, with a direct path coefficient of 0.255 ($p < 0.05$). Furthermore, employer brand attractiveness was proven to partially and complementarily mediate the relationship between social media characteristics and intention to apply, with an indirect path coefficient of 0.310 ($p < 0.05$). These findings suggest that employer branding content on Instagram with high social presence and informativeness shapes candidates' perceptions of employer attractiveness, which ultimately drives their intention to apply. Based on these findings, it is recommended that companies, particularly those targeting Generation Z candidates in Indonesia, strategically develop authentic and informative Instagram employer branding content that comprehensively represents the company's attractiveness in order to enhance the effectiveness of social media-based recruitment.

Keywords: *social media characteristics, employer brand attractiveness, intention to apply, employer branding, generation z.*