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/

DAFTAR PUSTAKA

Abakpa, A., & Dvouletý, O. (2025). How does digitalization shape the business financial performance: A systematic review. *Future Business Journal*, 11(1), 12-13. https://doi.org/10.1186/s43093-025-00659-8

Adeosun, O. T., & Ohiani, A. S. (2026). Attracting and recruiting quality talent: Firm perspectives. *Rajagiri Management Journal*, 20(1). https://doi.org/10.1108/RAMJ-05-2020-0016

Ambler, T., & Barrow, S. (1996). The employer brand. *Journal of Brand Management,* 4(1), 185–206. https://doi.org/10.1057/bm.1996.42

Asosiasi Penyelenggara Jasa Internet Indonesia. (2026). *Survei internet APJII 2026.* https://survei.apjii.or.id/

Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career Development International*, 9(5), 501–517. https://doi.org/10.1108/13620430410550754

Badan Pusat Statistik. (2025). *Angkatan kerja (AK) menurut golongan umur, 2025*.https://www.bps.go.id/id/statistics-table/2/Njk4IzI=/angkatan-kerja--ak--menurut-golongan-umur.html

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

Benítez-Márquez, M. D., Sánchez-Teba, E. M., Bermúdez-González, G., & Núñez-Rydman, E. S. (2022). Generation Z within the workforce and in the workplace: A bibliometric analysis. *Frontiers in Psychology*, 12, 736820. https://doi.org/10.3389/fpsyg.2021.736820

Bentler, P. M., & Chou, C. P. (1987). Practical issues in structural modeling. *Sociological Methods & Research*, 16, 78–117. https://doi.org/10.1177/0049124187016001004

Berthon, P., Ewing, M., & Hah, L. L. (2005). Captivating company: Dimensions of attractiveness in employer branding. I*nternational Journal of Advertising*, 24(2), 151–172. https://doi.org/10.1080/02650487.2005.11072912

Bloomgarden, K. (2026, January 19). Gen Z: Unemployable, or our strongest asset? *World Economic Forum.* https://www.weforum.org/stories/2026/01/gen-z-unemployable-or-strongest-asset/

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/

Carbajal-Cribillero, M., Javier-Niño, G., Mäckelmann, M., & Gallardo-Echenique, E. (2022). Employer branding on social media to engage generation Z. In Marketing and smart technologies: Proceedings of ICMarkTech 2021 (Vol. 2, pp. 469–478). *Springer Nature Singapore*. https://doi.org/10.1007/978-981-16-9272-7_38

CareerArc. (2025). *Social media recruiting: The complete guide.* https://careerarc.com/social-media-recruiting

Carpentier, M., Van Hoye, G., & Weijters, B. (2019). Attracting applicants through the organization's social media page: Signaling employer brand personality. *Journal of Vocational Behavior*, 115, 103326. https://doi.org/10.1016/j.jvb.2019.103326

Chambers, E. G., Foulon, M., Handfield-Jones, H., Hankin, S. M., & Michaels, E. G., III. (1998). The war for talent. *McKinsey Quarterly*, 3(3), 44–57.

Chatman, J. A. (1989). Improving interactional organizational research: A model of person-organization fit. *Academy of Management Review*, 14(3), 333–349. https://doi.org/10.5465/amr.1989.4279063

Connelly, B. L., Certo, T., Ireland, R. D., & Reutzel, C. R. (2011). Signaling theory: A review and assessment. *Journal of Management*, 37(1), 39–67. https://doi.org/10.1177/0149206310388419

DePatie, T. P., Nolan, K. P., Billotti, B., & Ha, J. (2024). Navigating misfit feedback: The role of organizational prestige in early-stage recruitment. *Corporate Reputation Review*, 29(1), 1–17. https://doi.org/10.1057/s41299-024-00188-0

Ghielen, S., & De Cooman, R. (2018). Refining employer branding research: Linking employer attractiveness to clear and targeted brands. *Academy of Management Proceedings*, 2018(1). https://doi.org/10.5465/ambpp.2018.255

Giumetti, G. W., & Raymark, P. H. (2017). Engagement, procedural fairness, and perceived fit as predictors of applicant withdrawal intentions: A longitudinal field study. *International Journal of Selection and Assessment*, 25(2), 161–170. https://doi.org/10.1111/ijsa.12169

Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R. Springer*. https://doi.org/10.1007/978-3-030-80519-7

Hein, A. Z., Elving, W. J. L., Koster, S., & Edzes, A. (2024). Is your employer branding strategy effective? The role of employee predisposition in

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/

achieving employer attractiveness. *Corporate Communications: An International Journal*, 29(7), 1–20. https://doi.org/10.1108/CCIJ-07-2022-0070

Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). The effect of social media influencer on brand image, self-concept, and purchase intention. *Journal of Consumer Sciences*, 4(2), 76–89. https://doi.org/10.29244/jcs.4.2.76-89

Janssen, H., & Rudeloff, C. (2024). Exploring the role of influencers in shaping employer brands: A comparative study of corporate and third-party influencers. *Corporate Reputation Review*, 28, 1–14. https://doi.org/10.1057/s41299-023-00177-9

Jobstreet. (2022). *Apa itu perekrutan social media dan mengapa para pencari kerja harus peduli?* https://id.jobstreet.com/id/career-advice/article/apa-itu-perekrutan-melalui-social-media

Kaoud, M., & ElBolok, M. (2023). Organizational learning via gamification for employer brand management. *Development and Learning in Organizations: An International Journal*, 37(5), 14–17. https://doi.org/10.1108/DLO-10-2022-0203

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. https://doi.org/10.1016/j.bushor.2009.09.003

Kim, K. H., Jeon, B. J., Jung, H. S., Lu, W., & Jones, J. (2011). Effective employment brand equity through sustainable competitive advantage, marketing strategy, and corporate image. *Journal of Business Research*, 64(11), 1207–1211. https://doi.org/10.1016/j.jbusres.2011.06.024

Kissel, P., & Büttgen, M. (2015). Using social media to communicate employer brand identity: The impact on corporate image and employer attractiveness. *Journal of Brand Management*, 22(9), 755–777. https://doi.org/10.1057/bm.2015.42

Kristof-Brown, A., Schneider, B., & Su, R. (2023). Person-organization fit theory and research: Conundrums, conclusions, and calls to action. *Personnel Psychology*, 76, 380–386. https://doi.org/10.1111/peps.12581

Lievens, F., & Slaughter, J. E. (2016). Employer image and employer branding: What we know and what we need to know. *Annual Review of Organizational Psychology and Organizational Behavior*, 3, 407–440. https://doi.org/10.1146/annurev-orgpsych-041015-062501

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/

Nayak, S., & Budhwar, P. (2024). Social networking sites and employer branding: A qualitative study of Indian organizations. *Asian Business & Management*, 23(2), 237–265. https://doi.org/10.1057/s41291-023-00245-2

Osgood, C. E., & Tannenbaum, P. H. (1955). The principle of congruity in the prediction of attitude change. *Psychological Review*, 62(1), 42–55. https://doi.org/10.1037/h0048153

Panagiotidou, S., Mihail, D., & Katou, A. A. (2024). Unveiling the power of word-of-mouth in pre-recruitment employer branding strategy during COVID-19. *Employee Relations*, 46(4), 833–849. https://doi.org/10.1108/ER-10-2023-0540

Pernkopf, K., Latzke, M., & Mayrhofer, W. (2020). Effects of mixed signals on employer attractiveness: A mixed-method study based on signalling and convention theory. *Human Resource Management Journal*, 31(2), 392–413. https://doi.org/10.1111/1748-8583.12313

Putra, R. A. (2024). *Budaya kerja Gen Z: Membangun lingkungan kerja yang lebih fleksibel dan berarti. Direktorat Jenderal Perbendaharaan, Kementerian Keuangan Republik Indonesia.* https://djpb.kemenkeu.go.id/kppn/sijunjung/id/data-publikasi/artikel/3161-budaya-kerja-gen-z-membangun-lingkungan-kerja-yang-lebih-fleksibel-dan-berarti.html

Rani, I. H., Jalih, J. H., & Widyowati, L. A. (2022). Indonesian Generation Z work expectation and intention to apply for job: Role of social media. *Quantitative Economics and Management Studies*, 3(2), 193–206. https://doi.org/10.35877/454RI.qems831

Sander, T., & Teh, P. L. (2019). My employer's prestige, my prestige. *Advances in Intelligent Systems and Computing*, 930, 3–11. https://doi.org/10.1007/978-3-030-16181-1_1

Santiago, J. (2019). The relationship between brand attractiveness and the intent to apply for a job: A millennials' perspective. *European Journal of Management and Business Economics*, 28(2), 142–157. https://doi.org/10.1108/EJMBE-12-2018-0136

Schindler, P. S. (2022). *Business research methods (14th ed.). McGraw Hill.*

Short, C. R., Kinden, D. A., & Stith, R. (1976). Fetal and neonatal development of the microsomal monooxygenase system. *Drug Metabolism Reviews*, 5(1), 1–42. https://doi.org/10.3109/03602537608995838

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/

Silva, A. J., & Dias, H. (2022). 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

Sivertzen, A. M., Nilsen, E. R., & Olafsen, A. H. (2013). Employer branding: Employer attractiveness and the use of social media. *Journal of Product & Brand Management,* 22(7), 473–483. https://doi.org/10.1108/JPBM-09-2013-0393

Spence, M. (1973). Job market signaling. *The Quarterly Journal of Economics,* 87(3), 355–374. https://doi.org/10.2307/1882010

Subbarao, N. V., Chhabra, B., & Mishra, M. (2022). Social media usage behavior in job search: Implications for corporate image and employer branding. *In Managing disruptions in business: Causes, conflicts, and control* (pp. 51–79). Springer. https://doi.org/10.1007/978-3-030-79709-6_3

Thang, N. N., & Trang, P. T. (2024). Employer branding, organization's image and reputation, and intention to apply: The moderating role of the availability of organizational information on social media. *Frontiers in Sociology,* 9, 1–9. https://doi.org/10.3389/fsoc.2024.1256733

We Are Social. (2025). *Special report digital 2025: Your ultimate guide to the evolving digital world.* https://wearesocial.com/id/blog/2025/02/digital-2025/

World Economic Forum. (2025). *The future of jobs report. World Economic Forum.* https://www.weforum.org/

Xie, C., Bagozzi, R. P., & Meland, K. V. (2015). The impact of reputation and identity congruence on employer brand attractiveness. *Marketing Intelligence & Planning,* 33(2), 124–146. https://doi.org/10.1108/MIP-03-2014-0051