

ABSTRACT

The research aims to examine the relationship between environmental reputation to job pursuit intention with organizational prestige as a mediating variable, a research in the Z generation. The data collection method used in this research is through a survey with 174 respondents. Respondents criteria are active undergraduate students to fresh graduates students that graduate within 1 year period, resides in Indonesia, and within the age range of 18 to 23 years old. Simple regression analysis and multiple regression analysis were utilized to the test the hypothesis in this research. The result of shows that environmental reputation has a positively significant effect to job pursuit intention. Organizational prestige may mediate the positive influence of environmental reputation to job pursuit intention.

Key Words: Environmental Reputation, Organizational Prestige, Job Pursuit Intention

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *environmental reputation* pada *job pursuit intention* dengan *organizational prestige* sebagai variabel mediasi, studi pada generasi Z. Metode pengumpulan data yang digunakan adalah survei dengan jumlah responden 174 responden yang merupakan mahasiswa aktif sampai dengan *fresh Graduates* yang telah lulus dalam jangka waktu 1 tahun, berdomisili di Indonesia, dan berumur 18 sampai 23 tahun. Metode analisis menggunakan regresi linier sederhana dan juga regresi berganda. Hasil penelitian ini menunjukkan bahwa *environmental reputation* secara signifikan berpengaruh secara positif terhadap *job pursuit intention* dan *organizational prestige* mampu memediasi pengaruh positif *environmental reputation* terhadap *job pursuit intention*.

Kata Kunci: *Environmental Reputation, Organizational Prestige, Job Pursuit Intention*