

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh positif *employer branding* terhadap intensi bergabung dengan *perceived person-organization fit* sebagai variabel mediasi. Penelitian ini dilakukan pada mahasiswa tahun terakhir dari berbagai perguruan tinggi yang telah mengikuti akun *employer branding* di media sosial Instagram. Penelitian ini merupakan penelitian kuantitatif dan metode pengumpulan data yang digunakan adalah survei. Jumlah responden terdiri dari 216 responden yang telah mengikuti akun *employer branding* minimal 3 bulan, berdomisili di Pulau Jawa, dan tidak sedang bekerja atau terikat kontrak pekerjaan tetap dengan perusahaan lain. Pengujian dalam penelitian ini menggunakan regresi linear sederhana dan analisis jalur mengacu pada tahap yang diusulkan oleh Baron dan Kenny (1986). Hasil penelitian ini mendukung hipotesis bahwa *employer branding* mempunyai pengaruh positif yang signifikan terhadap intensi bergabung. Hasil lebih lanjut menunjukkan bahwa *perceived person-organization fit* memediasi secara parsial pengaruh positif *employer branding* terhadap intensi bergabung.

Kata Kunci: *Employer Branding*, Intensi Bergabung, *Perceived Person-organization Fit*

ABSTRACT

This study aims to examine the positive influence of employer branding towards intention to join with perceived person-organization fit as the mediating variable. This research was conducted on final-year students from various universities who have followed employer branding accounts in Instagram. The quantitative research method was chosen for this study and using survey for data collection. The study has successfully collected 216 respondents who have been followed an employer branding account for at least three months, live in Java Island, and are not currently working or had permanent employment contracts with other companies. Simple and multiple linear regression as well as path analysis by Baron and Kenny (1986) are used as the data analysis method. The results of this study support the hypothesis that employer branding has a significant positive influence towards intention to join. The results further show that perceived person-organization fit partially mediates the positive influence of employer branding towards intention to join.

Keywords: Employer Branding, Intention to Join, Perceived Person-organization Fit