

ABSTRACT

The research aims to examine the relationship between perceived corporate social responsibility (CSR) to job pursuit intention with firm's attractiveness as a mediating variable, with the scope of generation z. The data collection method used in this research is through a survey with 383 respondents. Respondent criteria are active undergraduate or MBA level students to fresh graduate students, resides in Java, and within the age range of 17 to 25 years old. Simple regression analysis and multiple regression analysis were utilized to the test the hypothesis in this research. The result of shows that perceived CSR has a positively significant effect to job pursuit intention. Firm's attractiveness partially mediates the positive influence of environmental reputation to job pursuit intention.

Key Words: Perceived CSR, Firm's Attractiveness, Job Pursuit Intention, Generation Z

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *perceived corporate social responsibility (CSR)* pada *job pursuit intention* dengan *firm's attractiveness* sebagai variable mediasi, dengan lingkup generasi z. Metode pengumpulan data yang digunakan adalah survei dengan hasil 383 responden yang merupakan mahasiswa aktif pada tingkatan sarjana maupun pascasarjana sampai dengan lulusan baru, berdomisili di Jawa, dan berumur 17 sampai 25 tahun. Metode analisis yang digunakan adalah regresi linier sederhana dan juga regresi berganda. Hasil penelitian ini menunjukkan bahwa *perceived CSR* secara signifikan berpengaruh secara positif terhadap *job pursuit intention* dan *firm's attractiveness* mampu memediasi sebagian pengaruh positif *perceived CSR* terhadap *job pursuit intention*.

Kata Kunci: *Perceived CSR, Firm's Attractiveness, Job Pursuit Intention, Generation Z*