



DAFTAR PUSTAKA

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin*, 82(2), 261–277. <https://doi.org/10.1037/h0076477>
- Alexiou, K., & Wiggins, J. (2018). Measuring individual legitimacy perceptions: Scale development and validation. *Strategic Organization*, 17(4), 470–496. <https://doi.org/10.1177/1476127018772862>
- Alnıcıçık, E., & Alnıcıçık, Ü. (2012). Identifying Dimensions of Attractiveness in Employer Branding: Effects of Age, Gender, and Current Employment Status. *Procedia - Social and Behavioral Sciences*, 58, 1336–1343. <https://doi.org/10.1016/j.sbspro.2012.09.1117>
- Ambler, T. & Barrow, S. (1996). The employer brand. *Journal of Brand Management*, 4(3), pp.185-206.
- Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career Development International*. <https://doi.org/10.1108/13620430410550754>
- Badan Pusat Statistik (2020). *Keadaan Angkatan Kerja di Indonesia Februari 2020*. Diakses pada 5 April 2021. <https://www.bps.go.id/publication/>
- Barber, Alison. E. 1998. Recruiting Employees: Individual and organizational Perspectives. Thousand Oaks. CA: Sage Publications
- Bascha (2011). Z: *The open source generation*. Opensource.com. <https://opensource.com/business/11/9/z-open-source-generation>.
- Behrend, T. S., Baker, B. A., & Thompson, L. F. (2009). Effects of Pro-Environmental Recruiting Messages: The Role of Organizational Reputation. *Journal of Business and Psychology*, 24(3), 341–350. <https://doi.org/10.1007/s10869-009-9112-6>
- Berkelaar, B. (2014). Cybervetting, online information and personnel selection: Employers: New transparency expectations and the emergence of digital social contracts. *Management Communication Quarterly*, 28(4), 479–506.
- Berthon, P., Ewing, M., & Hah, L. L. (2005). Captivating company: Dimensions of attractiveness in employer branding. *International Journal of Advertising*, 24(2), 151-172. doi:10.1080/02650487.2005.11072912



- Borstorff, P.C., Marker, M.B. and Bennett, D.S. (2005), "Online Recruitment: Attitudes and Behaviors of Job Seekers", *Journal of Strategic E-Commerce*, Vol. 5 No. 2, pp. 1-24.
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Bruce Tulgan & Rain Maker Inc. (2013). Meet Generation Z: The Second Generation Within The Giant "Millennial" Cohort. Diakses pada 5 April 2021. <https://grupespstoterapija.lt/wp-content/uploads/2017/09/Gen-Z-Whitepaper.pdf>
- Cable, D. M., & Turban, D. B. (2001). Establishing the dimensions, sources and value of job seekers' employer knowledge during recruitment. *Research in Personnel and Human Resources Management*, 115–163. [https://doi.org/10.1016/s0742-7301\(01\)20002-4](https://doi.org/10.1016/s0742-7301(01)20002-4)
- Cappelli, P. (2001). *Making the most of on-line recruiting*. *Harvard Business Review*.
- Chillakuri, B., & Mahanandia, R. (2018). Generation Z Entering The Workforce: The Need for Sustainable Strategies in Maximizing Their Talent. *Human Resource Management International Digest*, 26(4), 34–38. <https://doi.org/10.1108/HRMID-01-2018-0006>
- Collins, C. J., & Stevens, C. K. (2002). The relationship between early recruitment-related activities and the application decisions of new labor-market entrants: A brand equity approach to recruitment. *Journal of Applied Psychology*, 87(6), 1121–1133. <https://doi.org/10.1037/0021-9010.87.6.1121>
- Dabirian, A., Kietzmann, J., & Diba, H. (2017). A great place to work!? Understanding crowdsourced employer branding. *Business Horizons*, 60(2), 197–205.
- Davison, H. K., Maraist, C., & Bing, M. N. (2011). Friend or Foe? The Promise and Pitfalls of Using Social Networking Sites for HR Decisions. *Journal of Business and Psychology*. <https://doi.org/10.1007/s10869-011-9215-8>
- Dart R (2004) The legitimacy of social enterprise. *Nonprofit Management and Leadership* 14(4): 411–424.
- Dijkmans, C., Kerkhof, P., & Beukeboom, C. J. (2015). A stage to engage: Social media use and corporate reputation. *Tourism Management*, 47, 58–67. <https://doi.org/10.1016/j.tourman.2014.09.005>
- Edwards, M.R. (2010), "An Integrative Review of Employer Branding and OB Theory", *Personnel Review*, Vol. 39 No. 1, pp. 5-23.



- Feldman, D. C., Bearden, W. O., & Hardesty, D. M. (2006). VARYING the content of JOB Advertisements: The effects of message Specificity. *Journal of Advertising*, 35(1), 123–141. <https://doi.org/10.2753/joa0091-3367350108>
- Francis, Tracy., Hoefel, Fernanda (2018). ‘True Gen’: Generation Z and Its Implications for Companies. Diakses pada 5 April 2021. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies#>
- Fombrun, C., & van Riel, C. (1997). The Reputational Landscape. *Corporate Reputation Review*, 1(2), 5–13. <https://doi.org/10.1057/palgrave.crr.1540024>
- Fombrun, C., & Shanley, M. (1990). What’s in a name? Reputation building and corporate strategy. *Academy of Management Journal*, 33, 233–258. doi:10.2307/256324.
- Fombrun, Charles J.; Gardberg, Naomi A; dan Sever, Joy M. 1999. *The Reputation Quotient: A Multi-stakeholder Measure of Corporate Reputation*. The Journal of Brand Management, Vol.4 No.4, 241-245
- Foster, C., Punjaisri, K., & Cheng, R. (2010). Exploring the relationship between corporate, internal and employer branding. *Journal of Product and Brand Management*. <https://doi.org/10.1108/10610421011085712>
- Gefen, D., Straub, D. and Boudreau, M. (2000), “Structural Equation Modeling Techniques And Regression: Guidelines For Research Practice”, Communications of the Association for Information Systems, Vol. 4 No. 7, pp. 71-78.
- Ghozali, I. dan Latan H. 2015. Partial Least Squares: Konsep, Teknik dan Aplikasi menggunakan Program SmartPLS 3.0. Semarang: Badan Penerbit UNDIP
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis*. Cengage.
- Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1–55. <https://doi.org/10.1080/10705519909540118>
- Jeske, D., & Holland, P. (2019). Employer and employee vetting: Reputation management challenges in the information age. *Contemporary HRM Issues in the 21st Century*, 149–157. <https://doi.org/10.1108/978-1-78973-457-720191018>



- Kapoor, C., & Solomon, N. (2011). Understanding and managing generational differences in the workplace. *Worldwide Hospitality and Tourism Themes*, 3(4), 308-318. doi:10.1108/1755421111162435
- Kashive, N., Khanna, V. T., & Bharthi, M. N. (2020). Employer branding through crowdsourcing: Understanding the sentiments of employees. *Journal of Indian Business Research*, 12(1), 93–111. <https://doi.org/10.1108/jibr-09-2019-0276>
- Kemp, Simon. (2021). Digital 2021: Indonesia. Diakses pada 15 April 2021. <https://datareportal.com/reports/digital-2021-indonesia>
- Kermit, M. (2008). *Multivariate Data Analysis : Multivariate Data Analysis : Why multivariate data analysis ?*
- Ladkin, A., & Buhalis, D. (2016). Online and social media recruitment: Hospitality employer and prospective employee considerations. *International Journal of Contemporary Hospitality Management*, 28(2), 327–345. Leftheriotis, I., & Giannakos, M. N. (2014). Using Social Media for Work: Losing Your Time or Improving Your Work? *Computers in Human Behavior*, 31, 134–142.
- Lievens, F. & Highhouse, S. (2003). The Relation of Instrumental and Symbolic Attributes to A Company's Attractiveness as An Employer, *Personnel Psychology*, 56 (1), pp. 75-102.
- Lubecka, A. (2014). Employer branding – a dialogistic communication tool of a competitive employer. *Journal of Intercultural Management*, 5(2), 5-16. <https://doi.org/10.2478/joim-2013-0007>
- Luo, X., & Bhattacharya, C. B. (2006). Corporate social responsibility, customer satisfaction, and market value. *Journal of Marketing*, 70(4), 1–18.
- M. Schroeder, H. (2014). Social media in business strategy: The learning and development implications. *Development and Learning in Organizations: An International Journal*, 28(6), 12-15. doi:10.1108/dlo-08-2014-0060
- Madia, S. A. (2011). Best practices for using social media as a recruitment strategy. *Strategic HR Review*, 10(6), 19–24. <https://doi.org/10.1108/1475439111172788>
- Martin, G., Beaumont, P., Doig, R., & Pate, J. (2005). Branding: A new performance discourse for HR? *European Management Journal*. <https://doi.org/10.1016/j.emj.2004.12.011>



- Michael, E., Hanfield - Jones, H., & Axelrod, B. (2001). *The War for Talent*. Boston: Harvard Business School Press.
- Montgomery, D. B., & Ramus, C. A. (2011). Calibrating MBA Job Preferences for the 21st Century. *Academy of Management Learning & Education*, 10(1), 9-26. doi:10.5465/amle.2011.59513270
- Opris, I. & Cenusu, V. (2017). Subject Spotting Experimental Method for Gen Z. *TEM Journal*, Vol. 6 No. 4, pp. 683-692.
- Reis, G. G., Braga, B. M., & Trullen, J. (2017). Workplace authenticity as an attribute of employer attractiveness. *Personnel Review*, 46(8), 1962–1976. <https://doi.org/10.1108/PR-07-2016-0156>
- Rindova, V. P., Williamson, I. O., Petkova, A. P., & Sever, J. M. (2005). Being good or being known: An empirical examination of the dimensions, antecedents, and consequences of organizational reputation. *Academy of Management Journal*. <https://doi.org/10.5465/AMJ.2005.19573108>
- Rynes, S. L. (1991). Recruitment, Job Choice, And Post-Hire Consequences: A Call For New Research Directions. In M. Dunnette & L. Hough (Eds.), *Handbook of industrial/organizational psychology* (Vol. 2, pp. 399–444). Palo Alto, CA: Consulting Psychologists Press.
- Schaarschmidt, M., & Walsh, G. (2020). Social media-driven antecedents and consequences of employees' awareness of their impact on corporate reputation. *Journal of Business Research*, 117, 718–726. <https://doi.org/10.1016/j.jbusres.2018.11.027>
- Schullery, N. M. (2013). Workplace Engagement and Generational Differences in Values. *Business Communication Quarterly*. <https://doi.org/10.1177/1080569913476543>
- Sekaran, U. (2016). *Research methods for business: a skill-building approach*. J. Wiley.
- Setyowati, D. (2018). Cerita Startup Habiskan Rp 1 Miliar untuk Rekrut Talenta Digital. Diakses pada 15 April 2021. <https://katadata.co.id/pingitaria/digital/5e9a5598b16a9/cerita-startup-habiskan-rp-1-miliar-untuk-rekrut-talenta-digital>
- Sivertzen, A. M., Nilsen, E. R., & Olafsen, A. H. (2013). Employer branding: Employer attractiveness and the use of social media. *Journal of Product and Brand Management*, 22(7), 473–483. <https://doi.org/10.1108/JPBM-09-2013-0393>



Suchman MC (1995) Managing legitimacy: Strategic and institutional approaches. *Academy of Management Review* 20(3): 571–610.

Verčić, A., & Čorić, D. (2018). The relationship between reputation, employer branding and corporate social responsibility. *Public Relations Review*, 44(4), 444–452. <https://doi.org/10.1016/j.pubrev.2018.06.005>

Turban, D. B., & Cable, D. M. (2003). Firm reputation and applicant pool characteristics. *Journal of Organizational Behavior*, 24(6), 733–751. <https://doi.org/10.1002/job.215>

Turban, D. B., Forret, M. L., & Hendrickson, C. L. (1998). Applicant attraction to firms: Influences of organization reputation, job and organizational attributes, and recruiter behaviors. *Journal of Vocational Behavior*, 52(1), 24–44. <https://doi.org/10.1006/jvbe.1996.1555>

Turban, D. B., & Greening, D. W. (1996). Corporate Social Performance and Organizational Attractiveness To Prospective Employees. *Academy of Management Journal*, 40(3), 658–672.

Van Hooft, E. A., Born, M. P., Taris, T. W., & Van der Flier, H. (2006). Ethnic and Gender Differences in Applicants' Decision-Making Processes: An Application of the Theory of Reasoned Action. *International Journal of Selection and Assessment*, 14(2), 156–166. <https://doi.org/10.1111/j.1468-2389.2006.00341.x>

Weigelt, K. & Camerer, C. (1988), “Reputation and corporate strategy: a review of recent theory and applications”, *Strategic Management Journal*, Vol. 9 No. 5, pp. 443-454.

Williamson, I. O., Lepak, D. P., & King, J. (2003). The effect of company recruitment web site orientation on individuals' perceptions of organizational attractiveness. *Journal of Vocational Behavior*. [https://doi.org/10.1016/S0001-8791\(03\)00043-5](https://doi.org/10.1016/S0001-8791(03)00043-5)

Wolf, M., Sims, J., & Yang, H. (2015). Look who's co-creating: Employer branding on social media. *Proceedings of the 23rd European conference on information systems*, Münster, Germany. AIS Electronic Library (AISeL) Paper No. 205. Retrieved from http://aiselaisnet.org/ecis2015_cr/205.

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>



Pengaruh Employer Branding, Media Sosial, dan Reputasi Perusahaan Terhadap Minat Generasi Z

untuk

Melamar Pekerjaan

ELVINA SARON S, Rangga Almahendra, Dr., S.T., M.M.

UNIVERSITAS
GADJAH MADA

Universitas Gadjah Mada, 2022 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Zhitomirsky-Geffet, M., & Blau, M. (2016). Cross-Generational Analysis of Predictive Factors of Addictive Behavior in Smartphone Usage. *Computers in Human Behavior*, 64, 682-693. doi:10.1016/j.chb.2016.07.061