

ABSTRACT

THE INFLUENCE OF EMPLOYER BRANDING ON INTEREST IN APPLYING FOR JOBS AMONG GEN Z IN INDONESIA WITH COMPANY REPUTATION AS A MEDIATION VARIABLE

(Case of a Start Up Company)

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The purpose of this study is to determine and analyze the influence of Employer Branding on Job Application Interests for Generation Z in Indonesia with Company Reputation as a Mediating Variable (Case of on Start Up Companies). The research method used is a survey method with a quantitative approach. The type of data used is primary data and the population in this study is Generation Z in Indonesia who are looking for work. The sample taken in this study was 150 people. While the sampling technique used purposive sampling technique and the analysis tool in this study used Structural Equation Modeling (SEM) analysis. The results of the analysis show that: (1) Employer branding has a positive effect on company reputation, (2) Company reputation has a positive effect on job application interest, (3) Company reputation mediates the relationship between employer branding and job application interest for generation z in Indonesia.

Keywords: *Employer Branding, Company Reputation, Interest in Applying for Jobs*