

ABSTRACT
**THE INFLUENCE OF EMPLOYER BRANDING AND WORK
READINESS ON INTENTION TO APPLY WITH PERCEIVED
INFORMATIVENESS AS A MODERATING VARIABLE**

*(A Study on the 2022 Cohort Students of the Faculty of Economics and
Business, Universitas Siliwangi)*

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This study aimed to examine the influence of Employer Branding and Work Readiness on Intention To Apply, with Perceived Informativeness as a moderating variable among the 2022 students of the Faculty of Economics and Business, Universitas Siliwangi. The study used a survey method with a quantitative approach, while the sampling technique employed was proportionate random sampling. Data were collected through questionnaires. The analytical tool used in this study was Partial Least Square-Structural Equation Modeling. The results of the study indicated that Employer Branding had a positive effect on Intention To Apply. Work Readiness also had a positive effect on Intention To Apply. In addition, Perceived Informativeness was able to moderate the influence of Employer Branding on Intention To Apply. Perceived Informativeness was also able to moderate the influence of Work Readiness on Intention To Apply. The implications of this study indicate that companies need to improve Employer Branding and the quality of information regarding the company and job opportunities in order to increase students' interest in applying for jobs. Furthermore, universities are expected to enhance students' work readiness by developing relevant competencies and career preparedness, thereby increasing their intention to apply for employment opportunities.

Keyword: Employer branding, work readiness, intention to apply, perceived informativeness

ABSTRAK
PENGARUH *EMPLOYER BRANDING* DAN
WORK READINESS* TERHADAP *INTENTION TO APPLY
DENGAN *PERCEIVED INFORMATIVENESS* SEBAGAI
VARIABEL MODERASI

(Studi pada Mahasiswa Angkatan 2022 Fakultas Ekonomi dan Bisnis Universitas
Siliwangi)

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Tujuan penelitian ini untuk mengetahui bagaimana pengaruh *Employer Branding*, *Work Readiness* terhadap *Intention To Apply* dengan *Perceived Informativeness* sebagai variabel moderasi pada mahasiswa angkatan 2022 Fakultas Ekonomi dan Bisnis Universitas Siliwangi. Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif, sedangkan teknik penarikan sampel menggunakan metode *proposionate random sampling*. Adapun teknik pengumpulan data dilakukan melalui kuesioner. Alat analisis menggunakan analisis. Hasil penelitian menunjukkan bahwa *Employer Branding* berpengaruh positif terhadap *Intention To Apply*. *Work Readiness* berpengaruh positif terhadap *Intention To Apply*. *Perceived Informativeness* mampu memoderasi pengaruh *Employer Branding* terhadap *Intention To Apply*. *Perceived Informativeness* mampu memoderasi pengaruh *Work Readiness* terhadap *Intention To Apply*. Implikasi penelitian ini menunjukkan bahwa perusahaan perlu meningkatkan *Employer Branding* serta kualitas informasi mengenai perusahaan dan peluang kerja untuk meningkatkan minat mahasiswa dalam melamar pekerjaan. Selain itu, perguruan tinggi perlu mendukung peningkatan *Work Readiness* mahasiswa melalui pengembangan kompetensi dan kesiapan kerja agar minat untuk melamar pekerjaan semakin tinggi.

Kata Kunci: *Employer Branding*, *Work Readiness*, *Intention To Apply*, *Perceived Informativeness*.