INFLUENCE OF EMPLOYER BRAND ATTRACTIVENESS AND ORGANIZATIONAL REPUTATION TO INTENTION TO APPLY OF GENERATION Z IN JAKARTA

Thesis

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MANAGEMENT STUDY PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2024

INFLUENCE OF EMPLOYER BRAND ATTRACTIVENESS AND ORGANIZATIONAL REPUTATION TO INTENTION TO APPLY OF GENERATION Z IN JAKARTA

Thesis

Proposed to Fulfill one of the requirements
to obtain the title of
Bachelors of Management

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PREFACE

I would like to express my most heartfelt gratitude and thanks to the God Almighty for all His given blessings and guidance throughout the writing until the completion of this thesis entitled "**INFLUENCE OF EMPLOYER BRAND ATTRACTIVENESS AND ORGANIZATIONAL REPUTATION TO INTENTION TO APPLY OF GENERATION Z IN JAKARTA**" and as well as throughout the studies in Multimedia Nusantara University. This thesis contains an analysis regarding employer brand attractiveness and organizational reputation as a part of human resource management practice. The author hopes that the results of this thesis may be of use to any of its readers, especially those in the human resource management industry. The writing of this thesis is to fulfill one of the prerequisites of obtaining a Bachelor's Degree (S1) in Management at Multimedia Nusantara University.

Needless to say, the process of writing and completing this thesis has been a noteworthy experience filled with valuable learning for the author. This would not have been possible without the immense support and encouragement received by the author from various parties. Therefore, the author would like to express sincere appreciation for:

1. Dr. Ninok Leksono, as the Rector of Universitas Multimedia Nusantara.
2. Dr. Florentina Kurniasari T., S.Sos., M.B.A., as the Dean of the Business Faculty of Universitas Multimedia Nusantara.
3. Purnamaningsih, S.E., M.S.M., as the Head of Management Study Program of Universitas Multimedia Nusantara.
4. Dr. Amanda Setiorini, S. Psi., M.M., CIQaR, as the Advisor who has provided guidance, direction, motivation, and support for completing this thesis regardless of all the challenges that entail.
5. My family – Mama and Cece – who has provided material, moral, and spiritual support, and have become one of my sources of strength, so that I can complete this thesis.

6. My closest friends – Christopher Richard Gunawan, Vadreyna, and Dhaniel Priambodo Wahyudi – who have been there throughout the entirety of this journey through every thick and thin – and who have given limitless support, reassurance, encouragement, and irreplaceable memories that will always be cherished.
7. My best friend since primary school – Stephanie Kosasih – who have provided me with support, encouragement, and a dose of laughter every now and again.
8. My comrades under Bu Amanda's guidance – Dini, Chaha, Sisca, Jeha, Alvin, Aron, Rachel, and others – who have provided support, fellowship, and insightful discussions throughout the writing of this thesis.
9. My friends and acquaintances in Multimedia Nusantara University – Darren Chan, Yonatan, Kholiq Robih, Kenza Tanika, Steven Feliciano, Michelle Miharja, Fedora Annabella, Michelle Putri, Brigitta Rubianty, Jeremy Immanuel, and others - who have been a part of my studies, overall university experience, and support in completing this thesis.
10. Any other parties who cannot be mentioned individually, who have provided insights, knowledge, support, and motivation in completing this thesis.

The author realizes that the writing of this thesis still has its limitations. Therefore, the author would like to apologize for any imperfections within this thesis. Hopefully, this scientific work will contribute as a source of information and inspiration for others in the future.

Tangerang, May 10th, 2024

Priscilla Agatha

PENGARUH EMPLOYER BRAND ATTRACTIVENESS *DAN* ORGANIZATIONAL REPUTATION *PADA* INTENTION TO APPLY *GENERASI Z DI JAKARTA*

(Priscilla Agatha)

ABSTRAK

Setiap kelompok generasi memiliki karakteristik generasi yang berbeda-beda, termasuk Generasi Z. Generasi Z merupakan generasi digital native yang dibesarkan di puncak kemajuan teknologi yang mempengaruhi kecenderungan perilaku mereka. Generasi Z akan mendominasi populasi dunia dan populasi angkatan kerja yang akan datang pada tahun 2025. Di Jakarta, permasalahan pengangguran muda pada kelompok usia Generasi Z masih relatif tinggi meskipun terdapat peluang kerja yang tinggi. Permasalahan ini menciptakan kebutuhan bagi sumber daya manusia di perusahaan untuk memahami bagaimana kecenderungan perilaku mereka mempengaruhi cara mereka berperilaku di lingkungan kerja, termasuk apa yang membuat mereka tertarik pada suatu perusahaan untuk menarik talenta terbaik dari angkatan kerja Generasi Z untuk memaksimalkan pencapaian tujuan organisasi. Metode penelitian kuantitatif dilaksanakan dengan menggunakan kuesioner yang diberikan sendiri kepada 248 mahasiswa (semester 6 dan 8) di 5 universitas berbeda di Jakarta. Metode analisis data yang digunakan adalah PLS-SEM dengan menggunakan SmartPLS4 sebagai alat analisis data. Hasil penelitian menunjukkan bahwa employer brand attractiveness dan organizational reputation mempunyai pengaruh positif yang signifikan terhadap intention to apply. employer brand attractiveness juga mempunyai pengaruh positif yang signifikan terhadap organizational reputation. Organizational reputation juga ditemukan memediasi pengaruh employer brand attractiveness dan intention to apply. Social value dari employer brand attractiveness dan financial performance dari organizational reputation ditemukan sebagai faktor yang paling berpengaruh dalam menarik Generasi Z.

***Kata kunci**: Generasi Z,* Employer Brand Attractiveness, Organizational Reputation, Intention to Apply

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INFLUENCE OF EMPLOYER BRAND ATTRACTIVENESS AND ORGANIZATIONAL REPUTATION TO INTENTION TO APPLY OF GENERATION Z IN JAKARTA

(Priscilla Agatha)

ABSTRACT (English)

Each generation cohort is due to have its own distinct generational characteristics, including Generation Z. Generation Z is a digitally native generation brought up at the peak of technological advancements, which affected their behavioral tendencies. Generation Z is growing to dominate the world's population and the upcoming workforce population by 2025. In Jakarta, the issue of youth unemployment in the Generation Z age group is still relatively high despite the high employment opportunities. These issues create a need for human resources in companies to understand how their behavioral tendencies affect how they behave in the work setting, including what attracts them to a company in order to attract top talent from the Generation Z workforce to maximize the achievement of organizational goals. A quantitative research method is implemented utilizing a self-administered questionnaire to 248 university students (6^{th} and 8^{th} semester) in 5 different universities in Jakarta. The data analysis method used is PLS-SEM, which uses SmartPLS4 as a data analysis tool. The results show that employer brand attractiveness and organizational reputation have a significant positive influence on the intention to apply. Employer brand attractiveness also has a significant positive influence on organizational reputation. Organizational reputation is also found to mediate the influence of employer brand attractiveness and intention to apply. The social value of employer brand attractiveness and the financial performance of an organization's reputation are found to be the most influential factors in attracting Generation Z.

Keywords: Generation Z, Employer Brand Attractiveness, Organizational Reputation, Intention to Apply

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