

## DAFTAR PUSTAKA

- Abd-El-Salam, E. M., Shawky, A. Y., & El-Nahas, T. (2013). The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty: Testing the mediating role. Case analysis in an international service company. *Journal of Business and Retail Management Research*, 8(1), 130–153.
- Ambler, T., & Barrow, S. (1996). The employer brand. *Journal of Brand Management*, 4(3), 185–206. <https://doi.org/10.1057/bm.1996.42>
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep Umum Populasi dan Sampel dalam Penelitian. *Jurnal Pilar*, 14(1), 15–31.
- Ashforth, B. E., & Mael, F. (1989). Social Identity Theory and the Organization. *The Academy of Management Review*, 14(1), 20. <https://doi.org/10.2307/258189>
- Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career Development International*, 9(5), 501–517. <https://doi.org/10.1108/13620430410550754>
- Berthon, P., Ewing, M., & Hah, L. L. (2005). Captivating company: Dimensions of attractiveness in employer branding. *International Journal of Advertising*, 24(2), 151–172. <https://doi.org/10.1080/02650487.2005.11072912>
- Bogdan, R. C., & Bilken, S. K. (2017). Quality research for education: An introduction to Theory and Methods. *Qualitative Research For Education An Introduction to Theory and Methods* : : Allyn and Bacon., 106–156.
- Buil, I., Catalán, S., & Martínez, E. (2016). The importance of corporate brand identity in business management: An application to the UK banking sector. *BRQ Business Research Quarterly*, 19(1), 3–12. <https://doi.org/10.1016/j.brq.2014.11.001>
- Cable, D. M., & Turban, D. B. (2003). The Value of Organizational Reputation in the Recruitment Context: A Brand-Equity Perspective. *Journal of Applied*

*Social Psychology*, 33(11), 2244–2266. <https://doi.org/10.1111/j.1559-1816.2003.tb01883.x>

Cable, D., & Turban, D. (2001). Establishing the dimensions, sources and value of job seekers' employer knowledge during recruitment. In *Research in Personnel and Human Resources Management* (Vol. 31).  
[http://dx.doi.org/10.1108/S0742-7301\(2012\)0000031003](http://dx.doi.org/10.1108/S0742-7301(2012)0000031003)

Chapman, D. S., Uggarslev, K. L., Carroll, S. A., Piasentin, K. A., & Jones, D. A. (2005). Applicant attraction to organizations and job choice: A meta-analytic review of the correlates of recruiting outcomes. *Journal of Applied Psychology*, 90(5), 928–944. <https://doi.org/10.1037/0021-9010.90.5.928>

Chhabra, N. L., & Sharma, S. (2014). Employer branding: Strategy for improving employer attractiveness. *International Journal of Organizational Analysis*, 22(1), 48–60. <https://doi.org/10.1108/IJOA-09-2011-0513>

Collins, C. J. (2007). The interactive effects of recruitment practices and product awareness on job seekers' employer knowledge and application behaviors. *Journal of Applied Psychology*, 92(1), 180–190.  
<https://doi.org/10.1037/0021-9010.92.1.180>

Creswell, J. W., & Creswell, J. D. (2018). Mixed Methods Procedures. In *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*.

Dutton, J. E., Dukerich, J. M., & Harquail, C. V. (1994). Organizational Images and Member Identification. *Administrative Science Quarterly*, 39(2), 239.  
<https://doi.org/10.2307/2393235>

Fombrun, C., & Shanley, M. (1990). What's in a name? Reputation building and corporate strategy. *High-Power Laser Ablation II*, 33(2), 48.  
<https://doi.org/10.1117/12.376982>

Gatewood, R. D., Gowan, M. A., & Lautenschlager, G. J. (1993). Corporate Image, Recruitment Image And Initial Job Choice Decisions. *Academy of*

- Management Journal*, 36(2), 414–427. <https://doi.org/10.5465/256530>
- Gomes, D., & Neves, J. (2011). Organizational attractiveness and prospective applicants' intentions to apply. *Personnel Review*, 40(6), 684–699. <https://doi.org/10.1108/0048348111169634>
- Hair, J., Black, W., Babin, B., & Anderson, R. (2014). on Multivariate Data Analysis Joseph F . Hair Jr . William C . Black Eight Edition. In *International Journal of Multivariate Data Analysis* (Vol. 1, Issue 2).
- Highhouse, S., Thornbury, E. E., & Little, I. S. (2007). Social-identity functions of attraction to organizations. *Organizational Behavior and Human Decision Processes*, 103(1), 134–146. <https://doi.org/10.1016/j.obhdp.2006.01.001>
- Kashive, N., & Khanna, V. T. (2017). Study of Early Recruitment Activities and Employer Brand Knowledge and Its Effect on Organization Attractiveness and Firm Performance. *Global Business Review*, 18(3\_suppl), S172–S190. <https://doi.org/10.1177/0972150917693334>
- Keller, K. L. (1993). Conceptualizing, measuring, managing. *Journal of Marketing*, 57, 1–22.
- Kissel, P., & Buttgen, M. (2015). Using social media to communicate employer brand identity: The impact on corporate image and employer attractiveness. *Journal of Brand Management*, 22(9), 755–777. <https://doi.org/10.1057/bm.2015.42>
- Lemmkink, J., Schuijff, A., & Streukens, S. (2003). The role of corporate image and company employment image in explaining application intentions. *Journal of Economic Psychology*, 24(1), 1–15. [https://doi.org/10.1016/S0167-4870\(02\)00151-4](https://doi.org/10.1016/S0167-4870(02)00151-4)
- Malhotra, N. K. (2020). Book Market Marketing ReseMarketing Research An Applied Orientation. In *Pearson Education* (Issue 38). <https://doi.org/10.32843/infrastruct38-38>

- Martenson, R. (2007). Corporate brand image, satisfaction and store loyalty: A study of the store as a brand, store brands and manufacturer brands. *International Journal of Retail and Distribution Management*, 35(7), 544–555. <https://doi.org/10.1108/09590550710755921>
- Moroko, L., & Uncles, M. D. (2008). Characteristics of successful employer brands. *Journal of Brand Management*, 16(3), 160–175. <https://doi.org/10.1057/bm.2008.4>
- Myrden, S., & Kelloway, K. (2017). Young workers' perception of brand image: main and moderating effects. *Journal of Organizational Effectiveness : People and Performance*.
- Nguyen, N., & Leblanc, G. (2001). Corporate image and corporate reputation in customers' retention decisions in services. *Journal of Retailing and Consumer Services*, 8(4), 227–236. [https://doi.org/10.1016/s0969-6989\(00\)00029-1](https://doi.org/10.1016/s0969-6989(00)00029-1)
- Rynes, S. (1989). RECRUITMENT , JOB CHOICE , AND POST -HIRE CONSEQUENCES : A CALL FOR NEW RESEARCH Working Paper 89-07 Sara L . Rynes Center for Advanced Human Resource Studies Cornell University Ithaca , New York 14851-0952 January 1989 To appear in M . D . Dunnette ( Ed. *Handbook of Industrial and Organizational Psychology*.
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business: a skill-building approach. *John Wiley & Sons*, 1–23.
- Soutar, G. N., & Clarke, A. W. (1983). Examining business students' career preferences: A perceptual space approach. *Journal of Vocational Behavior*, 23(1), 11–21. [https://doi.org/10.1016/0001-8791\(83\)90055-6](https://doi.org/10.1016/0001-8791(83)90055-6)
- Taherdoost, H. (2018). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *SSRN Electronic Journal*, 5(2), 18–27. <https://doi.org/10.2139/ssrn.3205035>
- 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., & Keon, T. L. (1993). Organizational attractiveness: An interactionist perspective. *Journal of Applied Psychology*, 78(2), 184–193. <https://doi.org/10.1037/0021-9010.78.2.184>
- Wei, Y. C., Chang, C. C., Lin, L. Y., & Liang, S. C. (2016). A fit perspective approach in linking corporate image and intention-to-apply. *Journal of Business Research*, 69(6), 2220–2225. <https://doi.org/10.1016/j.jbusres.2015.12.033>
- Younis, R. A. A., & Hammad, R. (2021). Employer image, corporate image and organizational attractiveness: the moderating role of social identity consciousness. *Personnel Review*, 50(1), 244–263. <https://doi.org/10.1108/PR-02-2019-0058>

