



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

## DAFTAR PUSTAKA

- 2020, Jumlah Star-tup di Indonesia Capai 13.000. (2016, October 7). Beritasatu.com. Retrieved from <http://www.beritasatu.com/digital-life/391066-2020-jumlah-startup-di-indonesia-capai-13000.html>
- Abratt R., & Kleyn N. (2012). Corporate identity, corporate branding and corporate reputations Reconciliation and integration. *European Journal of Marketing*, 46(7/8), 1048-1063.
- Ali S. (2016, October 10). Mengenal Lebih Dekat Generasi Millennials. Retrieved from <http://swa.co.id/swa/review/mengenal-lebih-dekat-generasi-millennials>
- Azhari, N. S. (2016, December 24). Menelisik Bonus Demografi 2020 – 2030. Retrieved from <https://mediaharapan.com/menelisik-bonus-demografi-2020-2030/>
- Azzahra, M. H. (2016, October 8). Swa.co.id. Indonesia Pasar Dinamis untuk Startup Teknologi. Retrieved from <http://swa.co.id/swa/trends/indonesia-pasar-dinamis-untuk-startup-teknologi>
- Backhauss K., & Tikoo S. (2004). Conceptualizing and researching employer branding. *Career Development International*, 9(5), 501-517.
- Bateman, Thomas S., & Snell, Scott A. (2007). *Managing Leading & Collaborating in a Competitive World* (7th ed.). United States of America: McGraw-Hill Companies, Inc.

Berthon P., Ewing M., & Hah, L. L. (2005). Captivating company: dimensions of attractiveness in employer branding. *International Journal of Advertising*, 24(2), 151- 172.

Biografi Nadiem Makarim - Pendiri GO-JEK. (n.d.). Retrieved from <http://www.biografiku.com/2015/08/biografi-nadiem-makarim-pendiri-go-jek.html#more>

Bolton, R. N., Parasuraman A., Hoefnagels A., Migchels N., Kabadayi S., Gruber T., . . . Solnet D. (2013). Understanding Generation Y and their use of social media: a review and research agenda. *Journal of Service Management*, 24(3), 245-267.

Borstorff, P. C., Marker, M. B., & D. S. (2007). Online recruitment: attitudes and behaviors of job seekers. *Journal of strategic e-commerce*, 5, 1-23.

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.

Chhabra, N. L., & Sharma S. (2014). Employer branding: strategy for improving employer attractiveness. *International Journal of Organizational Analysis*, 22(1), 48-60.

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.

Daftar Perusahaan yang Paling Menarik Perhatian Pencari Kerja di Indonesia

Tahun 2016 Berdasarkan Riset Jobplanet. (2017, January). dailysocial.id.

Retrieved from <https://dailysocial.id/wire/daftar-perusahaan-yang-paling-menarik-perhatian-pencari-kerja-di-indonesia-tahun-2016-berdasarkan-riset-jobplanet/>

Dessler G. (2015). *Human Resource Management* (14th ed.). England: Pearson Education Limited.

Galanaki E. (2002). The decision to recruit online: a descriptive study. *Career Development International*, 7(4), 243-251.

Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19*. Semarang : Badan Penerbit Universitas Diponegoro.

Gomes D., & Neves J. (2011). Organizational attractiveness and prospective applicants' intentions to apply. *Personnel Review*, 40(6), 684-699.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7<sup>th</sup> ed.). Pearson.

Hepburn S. (2005). Creating a Winning Employer Reputation. *Strategic HR Review*, 4(4), 20-23.

Ini Susunan Pengurus Baru Asosiasi E-Commerce Indonesia (idEA).

nttonlinenow.com. (2016, October 21). Retrieved from

<http://www.nttonlinenow.com/new- 2016/2016/10/21/ini-susunan-pengurus-baru-asosiasi-e-commerce-indonesia-idea/>

Kwarteng A., Dadzie, S. A., & Famiyeh S. (2016). Corporate social responsibility and reputation: Some empirical perspectives. *Journal of Global Responsibility*, 7(2), 110- 125.

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.

Majid M. (2015, February 8). Ferry Unardi, Berhenti Kuliah Demi Membangun Mimpi Besar Traveloka. Retrieved from <https://www.maxmanroe.com/ferry-unardi-berhenti-kuliah-demi-membangun-mimpi-besar-traveloka.html>

Malhotra, N. K. (2010). *Marketing research: An applied orientation*. Boston: Pearson.

Noe, R. A., Hollenbeck, J. R., Gerhart B., & Wright, P. M. (2008). *Human Resource Management Gaining a Competitive Advantage 6e* (6th ed.). Singapore: McGraw-Hill Companies, Inc.

Ooko, S. O., & Nzulwa J. (2017). Influence of Employer Branding on Retention of Staff in Broadcasting Media Firms in Kenya. *The Strategic Journal of Business and Change Management*, 4(1), 10th ser., 201-215.

Özçelik G. (2015). Engagement and Retention of the Millennial Generation in the Workplace through Internal Branding. *International Journal of Business and Management*, 10(3).

Pratama, A. H. (2016, July 29). Beberapa Hal yang Kami Tahu tentang E-Commerce “Misterius” Sale Stock. Retrieved from <https://id.techinasia.com/sale-stock-e-commerce-misterius-yang-kian-dikenal>

Profil Perusahaan Tokopedia dan Kisah Pendirinya. (2016, October 11). Retrieved from <http://republikpos.com/2016/10/profil-perusahaan-tokopedia-dan-kisah-pendirinya>

Rizkia C. (2016, December 15). Bekerja di Startup E-commerce Jadi Incaran Para Jobseeker. Selular.id. Retrieved from <http://selular.id/news/2016/12/bekerja-di-startup-e-commerce-jadi-incaran-para-jobseeker/>

Retrieved from [https://www.bappenas.go.id/files/5413/9148/4109/Proyeksi\\_Penduduk\\_Indonesia\\_2010-2035.pdf](https://www.bappenas.go.id/files/5413/9148/4109/Proyeksi_Penduduk_Indonesia_2010-2035.pdf)

Retrieved from <https://apjii.or.id/content/read/39/264/Survei-Internet-APJII-2016>

Retrieved from <http://kbbi.web.id/mahasiswa>  
Republik Indonesia. 2012. Undang-Undang No. 12 Tahun 2012 Tentang Pendidikan Tinggi. Sekretariat Negara. Jakarta.

Santhika E. (2016, October 11). Digital Branding, Strategi Rekrut Karyawan dari Generasi Millennial di Masa Depan. id.techinasia.com. Retrieved from <https://id.techinasia.com/digital-branding-perusahaan-untuk-rekrut-karyawan>

Sejarah Berdirinya Blibli.com. (2016, January 3). Retrieved from

<http://republikpos.com/2016/01/sejarah-berdirinya-blibli.com>

Sivertzen, A. M., Nilsen, E. R., & Olafsen, A. H. (2013). Employer branding: employer attractiveness and the use of social media. *Journal of Product & Brand Management*, 22(7), 473-483.

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, 24-44.

Wei, Y. C., Chang, C. C., Lin, L. Y., & Liang, S. C. (2015). A fit perspective approach in linking corporate image and intention-to-apply. *Journal of Business Research*.

Weyland A. (2011). Engagement and Talent Management of Gen Y. *Industrial and Commercial Training*, 43(7), 439-445.

Widiartanto, Y. H. (2016, October 24). 2016, Pengguna Internet di Indonesia Capai

132 Juta. Retrieved from tekno.kompas.com.

<http://tekno.kompas.com/read/2016/10/24/15064727/2016.pengguna.internet.di.indonesia.capai.132.juta>.

Wijanto, S. H. (2008). *Structural Equation Modeling dengan LISREL 8.8: Konsep & Tutorial*. Yogyakarta : Graha Ilmu.

Wijaya, K. K. (2015, July 1). Tren Perekutan Pekerja di Indonesia Tahun 2015. id.techinasia.com. Retrieved from <https://id.techinasia.com/tren-perekutan-pekerja-di-indonesia-2015>

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.

Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business Research Methods: 9<sup>th</sup> Edition*. SOUTHWESTERN CENGAGE Learning.