

## DAFTAR PUSTAKA

- Afra, A. F. (2022). Pengaruh Employer Branding, Reputasi Perusahaan, dan Website Recruitment Terhadap Minat Melamar Kerja Mahasiswa Perbankan Syariah Di Bank Syariah. *Universitas Islam Negeri Walisongo Semarang*.
- Ahi, A. A., Sinkovics, N., Shildibekov, Y., Sinkovics, R. R., & Mehandjiev, N. (2022). Advanced technologies and international business: A multidisciplinary analysis of the literature. *International Business Review*, 31(4), 2021–2022. <https://doi.org/10.1016/j.ibusrev.2021.101967>
- Ahyar, H., Alimmudin, M., & Poddala, P. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif* (A. Husnu (ed.); 1st ed.). CV. Pustaka Ilmu Group.
- Alifa, S. M., & Sarasi, V. (2023). The Impact of Employer Branding Towards Intention to Apply on Novo Club Community Batch 1 with Corporate Reputation as Mediation Variable. In *Journal of Social Science* (Vol. 04, Issue 03).
- Ambler, T., & Barrow, S. (1996). The employer brand. *Journal of Brand Management*, 4(3), 185–206. <https://doi.org/10.1057/bm.1996.42>
- Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career Development International*, 9(5), 501–517. <https://doi.org/10.1108/13620430410550754>
- Banerjee, P., Saini, G. K., & Kalyanaram, G. (2020). The role of brands in recruitment: mediating role of employer brand equity. *Asia Pacific Journal of Human Resources*, 58(2), 173–196. <https://doi.org/10.1111/1744-7941.12209>
- Barber, A. E. (1998). *Recruiting Employees: Individual and Organizational Perspectives*. SAGE Publications Ltd.
- 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>
- Bharadwaj, S. (2024). How the interplay of social media usage and online reviews generate intention to apply for a job vacancy: an employer branding-based agenda. *Management Research Review*, 47(3), 441–463. <https://doi.org/10.1108/MRR-05-2022-0365>
- Cable, D. M., & Judge, T. A. (1994). Pay Preferences and Job Search Decisions: A Person-Organization Fit Perspective. *Personnel Psychology*, 47.
- Cable, D. M., & Turban, D. B. (2001). Establishing the dimensions, sources and value of job seekers' employer knowledge during recruitment. In *Research in Personnel and Human Resources Management* (Vol. 20). [https://doi.org/10.1016/S0742-7301\(01\)20002-4](https://doi.org/10.1016/S0742-7301(01)20002-4)
- Collins, C. J., & Han, J. (2004). Exploring applicant pool quantity and quality: The effects of early recruitment practice strategies, corporate advertising, and firm

- reputation. *Personnel Psychology*, 57(3), 685–717. <https://doi.org/10.1111/j.1744-6570.2004.00004.x>
- 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. <https://doi.org/10.1037/0021-9010.87.6.1121>
- Cooper, D. R., & Schindler, P. S. (2017). *Metode Penelitian Bisnis* (1st ed.). Salemba Empat.
- Cseh-Papp, I., Varga, E., Szabó, K., Szira, Z., & Hajós, L. (2017). The appearance of a new generation on the labour market. *Annals of the Faculty of Engineering Hunedoara-International Journal of Engineering*, 15(1).
- Edwards, M. R. (2009). An integrative review of employer branding and OB theory. *Personnel Review*, 39(1), 5–23. <https://doi.org/10.1108/00483481011012809>
- Ekhsan, M., Jayanti, N. K. P. A., & Parashakti, R. D. (2021). Pengaruh employer branding terhadap minat melamar pekerjaan dengan kompensasi sebagai variabel mediasi. *Jurnal Perspektif Manajerial dan Kewirausahaan (JPMK)*, 2(1), 16-29.
- Elbendary, I., Elsetouhi, A. M., Marie, M., & Aljafari, A. M. (2024). A mixed-methods approach for the relationship between organizational attributes, reputation, employer brand and intention to apply for a job vacancy. *Personnel Review*, 53(5), 1244–1268. <https://doi.org/10.1108/PR-03-2021-0188>
- Figurska, I., & Matuska, E. (2013). Employer branding as a human resources management strategy. *Human resources management & Ergonomics*, 7(2).
- Fombrun, C. (2018). Realising value from the corporate image. *Reputation*, 1–596. [https://ri.reptrak.com/hubfs/\\_PDF/RLN/Reputation\\_Book.pdf](https://ri.reptrak.com/hubfs/_PDF/RLN/Reputation_Book.pdf)
- Fombrun, C., & Stanley, M. (1990). What's in a Name? Reputation Building and Corporate Strategy. *Academy of Management Review*, 33(6), 233–258.
- Fry, R., & Parker, K. (2018). Early Benchmarks Show 'Post-Millennials' on Track to Be Most Diverse, Best-Educated Generation Yet. *Pew Research Center*. <https://www.pewresearch.org/social-trends/2018/11/15/early-benchmarks-show-post-millennials-on-track-to-be-most-diverse-best-educated-generation-yet/>
- Gabrielova, K., & Buchko, A. A. (2021). Here comes Generation Z: Millennials as managers. *Business Horizons*, 64(4), 489–499. <https://doi.org/10.1016/j.bushor.2021.02.013>
- 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/10.2307/256530>
- Ghozali. (2017). *Aplikasi Analisis Multivariate dengan Program SPSS*. Badan Penerbit UNDIP.

- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit UNDIP.
- Gupta, R., Kumar Sahoo, S., Sahoo, T., & Ranjan Sahoo, T. (2018). Employer Branding: A Tool For Employee Retention. *International Journal of Business and Management Invention (IJBMI) ISSN, May 2020*, 6–12. [www.ijbmi.org](http://www.ijbmi.org)
- Hair, J., Cepeda, G., Roldán, J. L., & Chong, A. Y. L. (2023). PLS-SEM in information systems: seizing the opportunity and marching ahead full speed to adopt methodological updates. *Industrial Management and Data Systems*, 123(12), 2997–3017. <https://doi.org/10.1108/IMDS-07-2023-0429>
- Hair, J. F., Babin, B. J., & Krey, N. (2017). Covariance-Based Structural Equation Modeling in the Journal of Advertising : Review and Recommendations. *Journal of Advertising Education*, 46(1), 163–177.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Pearson.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis*. Cengage. <https://doi.org/1473756545>
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2022). *MULTIVARIATE DATA ANALYSIS Multivariate Data Analysis*.
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). Buku Metode Penelitian Kualitatif. In *Revista Brasileira de Linguística Aplicada* (Vol. 5, Issue 1).
- Haryono, S. (2016). *Metode Sem Untuk Penelitian Manajemen Amos Lisrel Pls In*. PT. Intermedia Personlia Utama. <https://doi.org/10.1017/Cbo9781107415324.004>
- Highhouse, S., Lievens, F., & Sinar, E. F. (2003). Measuring attraction to organizations. *Educational and Psychological Measurement*, 63(6), 986–1001. <https://doi.org/10.1177/0013164403258403>
- Jöreskog, K. G. (1999). *How Large Can a Standardized Coefficient be?* 22–24.
- Junça Silva, A., & Dias, H. (2022). The relationship between employer branding, corporate reputation and intention to apply to a job offer. *International Journal of Organizational Analysis*, 31(8), 1–16. <https://doi.org/10.1108/IJOA-01-2022-3129>
- Kar, A., & Nguyen Thi Phuong, T. (2023). Investigating the influences of employer branding attributes on turnover intentions of hospitality workforce in the COVID-19 in Vietnam. *Journal of Hospitality and Tourism Insights*, 6(5), 2173–2198. <https://doi.org/10.1108/JHTI-05-2022-0211>
- Kaur, D., & Kaur, R. (2023). Does electronic word-of-mouth influence e-recruitment adoption? A mediation analysis using the PLS-SEM approach. *Management Research Review*, 46(2), 223–244. <https://doi.org/10.1108/MRR-04-2021-0322>

- Kline, R. B. (2016). *Principles and Practice of Structural Equation Modeling*.
- Lassleben, H., & Hofmann, L. (2023). Attracting Gen Z talents: do expectations towards employers vary by gender? *Gender in Management*, 38(4), 545–560. <https://doi.org/10.1108/GM-08-2021-0247>
- Nurfhadhilah, U. (2022). Pengaruh Employer Branding, Kompensasi, dan Reputasi Perusahaan terhadap Minat Melamar Kerja di PT Bank Syariah Indonesia. *Universitas Islam Negeri Sunan Kalijaga Yogyakarta*.
- Potgieter, A., & Doubell, M. (2020). The influence of employer branding and employees' personal branding on corporate branding and corporate reputation. *African Journal of Business and Economic Research*, 15(2), 107–133. <https://doi.org/10.31920/1750-4562/2020/V15N2A6>
- Putri Lania, R., & Abdurrahman. (2023). Pengaruh Employer Branding, Reputasi Perusahaan dan Informasi Sosial Media Terhadap Niat Melamar Pekerjaan Generasi Milenial dan Generasi Z. *INNOVATIVE: Journal of Social Science Research*, 3, 10844–10861.
- Roberson, Q. M., Collins, C. J., & Oreg, S. (2005). The effects of recruitment message specificity on applicant attraction to organizations. *Journal of Business and Psychology*, 19(3), 319–339. <https://doi.org/10.1007/s10869-004-2231-1>
- Rynes, S. L., & Barber, A. E. (1990). Applicant Attraction Strategies: An Organizational Perspective. *Academy of Management Review*, 15(2), 286–310. <https://doi.org/10.5465/amr.1990.4308158>
- Safitri, R., & Novianti, K. R. (2024). Employer branding: Company reputation and organizational attractiveness to attract talented employees. *J-MACC: Journal of Management and Accounting*, 7(1).
- Santiago, J. (2019). The relationship between brand attractiveness and the intent to apply for a job: A millennials' perspective. *European Journal of Management and Business Economics*, 28(2), 142–157. <https://doi.org/10.1108/EJMBE-12-2018-0136>
- Saxena, A. (2024). Mentoring at work: a talent development tool for Gen Y and Gen Z. *Development and Learning in Organizations*, 38(1), 23–26. <https://doi.org/10.1108/DLO-03-2023-0079>
- Schroth, H. (2019). Are you ready for gen Z in the workplace? *California Management Review*, 61(3), 5–18. <https://doi.org/10.1177/0008125619841006>
- Sekaran, U., & Bougie, R. (2010). Research methods for business. In *Journal of Physics A: Mathematical and Theoretical* (Vol. 44, Issue 8, p. 488).
- Sharma, R., & Prasad, A. (2018). Employer brand and its unexplored impact on intent to join. *International Journal of Organizational Analysis*, 26(3), 536–566. <https://doi.org/10.1108/IJOA-11-2017-1280>
- Sivertzen, A. M., Nilsen, E. R., & Olafsen, A. H. (2013). Employer branding:

- Employer attractiveness and the use of social media. *Journal of Product and Brand Management*, 22(7), 473–483. <https://doi.org/10.1108/JPBM-09-2013-0393>
- Soeling, P. D., Ajeng Arsanti, S. D., & Indriati, F. (2022). Organizational reputation: does it mediate the effect of employer brand attractiveness on intention to apply in Indonesia? *Heliyon*, 8(4). <https://doi.org/10.1016/j.heliyon.2022.e09208>
- Syahza, A. (2021). *Metodologi Penelitian (Edisi Revi, Issue Septembber)*. Unri Press.
- Thang, N. N., & Trang, P. T. (2024). Employer branding, organization's image and reputation, and intention to apply: the moderating role of the availability of organizational information on social media. *Frontiers in Sociology*, 9. <https://doi.org/10.3389/fsoc.2024.1256733>
- Tien Thanh, P., Thu Ha, N., Thi Hong Ngoc, P., & Thuy Ha, L. T. (2024). Corporate social responsibility, corporate reputation and intention to apply for a job: evidence from students in an emerging economy. *International Journal of Organizational Analysis*, 32(1), 17–34. <https://doi.org/10.1108/IJOA-11-2022-3484>