

ABSTRACT

Employer Branding has become one of the strategic approaches used by companies to attract prospective employees, particularly Generation Z, who tend to consider not only compensation but also corporate reputation and organizational values when choosing a workplace. However, previous studies have reported inconsistent findings regarding the relationship between Employer Branding, corporate reputation, and intention to apply. Therefore, this study aims to examine the effect of Employer Branding on intention to apply, both directly and indirectly through corporate reputation.

This study employed a quantitative research approach using a survey method. The population consisted of alumni of the Management Study Program, Universitas Diponegoro, graduating in 2023-2024. A purposive sampling technique was used to obtain 150 respondents. Data were collected through an online questionnaire using a five-point Likert scale and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the Two-Stage Approach through SmartPLS 4.

The results indicate that Employer Branding has a positive and significant effect on intention to apply. Employer Branding also has a positive and significant effect on corporate reputation. Furthermore, corporate reputation has a positive and significant effect on intention to apply. However, corporate reputation was not found to significantly mediate the relationship between Employer Branding and intention to apply. These findings suggest that strengthening Employer Branding directly enhances Generation Z intention to apply for employment while simultaneously improving corporate reputation. Therefore, companies are encouraged to develop effective Employer Branding strategies and maintain a positive corporate reputation to attract potential job applicants.

Keywords: Employer Branding, Corporate Reputation, Intention to Apply, Generation Z, PLS-SEM.