Analysis of Corporate Reputation as an Intervening Variable in the Relationship Between the Influence of E-Recruitment, Employer Branding, and Compensation on the Interest of Generation Z in Applying for Jobs

Sherlynda Febriana Salsabila[1], Nur Achmad[2]

[1] Management, Faculty of Economic and Business, Universitas Muhammadiyah Surakarta
[2] Management, Faculty of Economic and Business, Universitas Muhammadiyah Surakarta
Corresponding author: b100210034@student.ums.ac.id

Abstract

Purpose: Generation Z, born between 1997 and 2012, grew up in the digital era and is highly familiar with the internet and online platforms. This study aims to determine the influence of E-Recruitment, Employer Branding, and Compensation on Generation Z's interest in applying for jobs, as well as the mediating role of Corporate Reputation in the relationship between Employer Branding and Generation Z's job application interest.

Methodology: The population of this study consists of Generation Z in the city of Surakarta, with a sample of 385 respondents selected using Cochran's formula. The study employed an online questionnaire via Google Forms, distributed to Generation Z individuals in Surakarta who are either currently seeking jobs or planning to do so in the near future. Data analysis techniques included descriptive analysis using JASP and Structural Equation Modeling (SEM) analysis using Smart PLS 4.

Results: The analysis reveals that E-Recruitment has a positive and significant impact on Generation Z's interest in applying for jobs. Employer Branding also demonstrates a positive and significant effect on Generation Z's job application interest. Additionally, Employer Branding significantly influences Corporate Reputation. However, Compensation does not have a significant effect on Generation Z's interest in applying for jobs. Similarly, Corporate Reputation does not significantly affect Generation Z's job application interest. The impact of Employer Branding on Generation Z's job application interest, mediated by Corporate Reputation, shows a negative and insignificant effect.

Applications/Originality/Value: This study provides insights for companies in developing more effective recruitment strategies to attract high-achieving Generation Z talent.

Keywords: E-Recruitment, Employer Branding, Compensation, Corporate Reputation.

1. Introduction Section

The first generation born in the digital era and who have grown up in a time of rapidly advancing technology is Generation Z. Generation Z is also known as the iGeneration, which means the internet generation. Generally, Generation Z was born between 1997 and 2012. Technological advancements in Indonesia are progressing rapidly, and companies now need to adapt to these changes in order to sustain their businesses. The challenges faced in the development of the business sector in the digital era include cyber security, data privacy, intense competition, fast-moving technology trends, dependence on technology, lack of digital skills, technology implementation costs, security, customer trust, legal compliance, scalability, and changing consumer behavior (Widya Astuti et al., 2023). Companies also face challenges in retaining Generation Z employees. Generation Z has different expectations about work compared to previous generations. They seek jobs that are engaging and meaningful, and they want to have a balance between their professional and personal lives. They are more interested in working for organizations that share values and commitments aligned with their personal values. Factors that may potentially influence their interest in applying for jobs include E-Recruitment, employer branding, compensation, and corporate reputation.

In the digital era, companies recruit employees through social media platforms such as LinkedIn, Instagram, and Telegram. Online recruitment, or E-Recruitment, is the process of recruiting employees, starting from online registration, job vacancy information, job testing, to the announcement of test results. This method is used by companies to save time and costs, as well as to reduce paperwork. A well-conducted selection process can lead to employee satisfaction, motivation,

and improved performance (Ratnasari et al., 2022). The advantages of E-Recruitment include ease and convenience in accessing information, a faster recruitment process, cost savings, and enhancing the company's image. Meanwhile, Employer Branding is the recruitment process in which individuals perceive the company with a positive image, its values, and a comfortable and professional work environment (Ekhsan et al., 2021). Additionally, compensation can attract applicants, retain employees, and motivate them to be more enthusiastic about their work. Compensation provided by the company can encourage many potential candidates to apply. Corporate reputation, on the other hand, refers to how others perceive the company (Agustina et al., 2023). Corporate reputation is also important in the current digital era, as a good reputation can open new business opportunities, attract prospective employees, and enhance employee loyalty. Conversely, a bad reputation can damage relationships, trust, and negatively impact company performance.

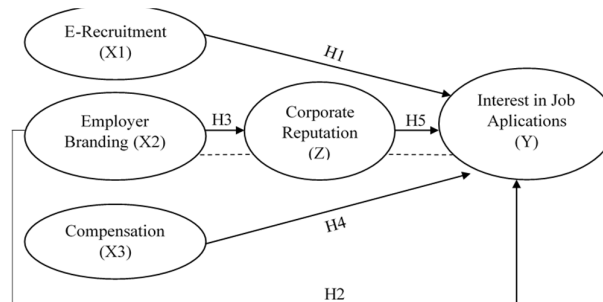## 2. Literature Review and Hypothesis Model

Fig. 1. Conceptual model

Literature Review
2.1 Interest in Applying for a Job
Interest can be defined as a person's attraction or tendency related to their personality or attitude. It can be associated with a specific thing, activity, or topic they enjoy. Having an interest in applying for a job means that an individual or prospective applicant begins seeking information about available positions at the desired company without being pressured by others (Fatimah et al., 2021). Job application interest refers to a person's attraction to securing a job, starting with searching for job information. Employee recruitment will attract more experienced individuals since it can reach a broader audience (Shalahuddin et al., 2022). Job application interest is a person's desire or intention to work, starting with searching for job vacancy information from either internal or external sources, making a choice, and selecting which company to apply to (Ekhsan et al., 2021). The factors that influence job application interest include ERecruitment, employer branding, compensation, and corporate reputation.

2.2 E-Recruitment
E-Recruitment is a system for recruiting new employees, both internally and externally, where companies actively seek employees through social media (Husna et al., 2021). E-Recruitment is the online recruitment process where job vacancy information is posted on the company's website or vendor websites (Ratnasari et al., 2022). ERecruitment is a comprehensive information system about the company and job vacancies for job seekers, allowing individuals to apply on the company's website (Hegazy & Elsayed, 2022). E-Recruitment greatly facilitates both companies and applicants in achieving mutual goals, saving time and costs, improving efficiency, enhancing the quality of candidates, and being accessible to everyone (Putri & Melinda, 2023). However, E-Recruitment also has drawbacks, including internet connectivity issues, communication equipment problems, candidates not matching the company's needs, miscommunication between candidates and HR, fake job postings, and limited communication. These drawbacks can be addressed in several ways, such as using recruitment services, leveraging social media, and employing experienced HR personnel. E-Recruitment strategies to attract Generation Z candidates include building a strong Employer Branding, advertising on social media, ensuring quality candidates, and treating candidates well.

2.3 Employer Branding
Employer branding is a strategy to build a company's identity in a way that distinguishes it to attract employees (Ekhsan et al., 2021). Employer branding is a tangible intangible benefit provided to an organization through HR policies to attract prospective employees and retain existing ones (Christine et al., 2024). Employer branding is also a means for companies to retain their current employees (Rehatta et al., 2022). It can be concluded that having a strong Employer Branding allows a company to compete effectively in recruiting and retaining high-performing employees while building a positive company image. According to (Ashariana, 2022), the objectives of employer branding include: employee

development, company image, employee needs, retaining high-performing employees to support the company's vision and mission, and also considering employees who do not fit the organization.

2.4 Compensation

Compensation refers to all earnings in the form of cash, non-cash, or goods provided to employees as a reward for the services they have rendered to the company (Sutrisno et al., 2022). Compensation is the payment received by employees for the services they have provided during their employment and which have contributed to the company (Ivano & Susanti, 2023). Compensation is a company's effort to retain and attract potential employees (Shalahuddin et al., 2022). It can be concluded that providing compensation to employees can motivate them in their work, lead to higher performance, and boost their enthusiasm. According to (Sanaba et al., 2022), there are three types of compensation: a. Direct Compensation: all forms of monetary rewards such as salaries, allowances, bonuses, and commissions.

b. Indirect Compensation: monetary benefits provided to employees through third parties, such as health insurance and life insurance.

c. Non-Financial Compensation: benefits that are not monetary but take the form of positive values and recognition for employees, such as leave, a comfortable work environment, and recognition for achievements.

2.5 Corporate Reputation

Reputation is a response from customers in assessing a company as a whole (Putri & Hermi, 2022). Corporate reputation is defined as a collective evaluation by various individuals based on the company's behavior to determine whether someone likes or dislikes the company (Indra & Widoatmodjo, 2020). Corporate reputation can also be understood as how others perceive the company (Agustina et al., 2023). A company's success is closely tied to its reputation, as a good corporate reputation influences the company's image and sustainability. Factors that can affect corporate reputation include the skills of human resources, company commitment, information system development, and company culture. Strategies to enhance corporate reputation must be well-planned and sustainable, such as utilizing social media, managing reviews and feedback, ensuring employee quality, and enhancing user experience. A company's reputation is an important consideration for prospective applicants: a good corporate reputation leads to a higher interest in job applications.

Hypothesis
Based on the literature review above, the author formulates the hypothesis as follows:

3.1 The Influence of E-Recruitment on Generation Z's Interest in Job Applications

E-Recruitment is expected to enhance Generation Z's interest in applying for jobs through digital technology, which facilitates the job search process and provides broader information. Research conducted by (Cahyo & Waskito, 2023), (Hayomi & Suharnomo, 2024), and (Geofanny & Faraz, 2023) indicates that E-Recruitment has a positive and significant impact on the interest in job applications. With effective E-Recruitment, companies can increase interest in job applications.

H1: There is a positive and significant influence of E-Recruitment on Generation Z's interest in job applications

3.2 The Influence of Employer Branding on Generation Z's Interest in Job Applications

Employer branding can enhance awareness and trust among potential employees towards the company, thereby increasing interest in job applications. Research conducted by (Ekhsan et al., 2021), (Hapsara & Nugrahaningsih, 2024), and (Ananda & Santosa, 2024) states that employer branding has a positive and significant impact on job application interest. Companies must improve their work culture and maintain a positive company image to attract interest in job applications.

H2: There is a positive and significant influence of employer branding on Generation Z's interest in job applications.

3.3 The Influence of Employer Branding on Corporate Reputation

Research conducted by (Hapsara & Nugrahaningsih, 2024) and (Ekhsan et al., 2021) indicates that employer branding has a positive and significant impact on corporate reputation. The goal of employer branding is to enhance employee quality and improve the company's reputation

H3: There is a positive and significant influence of employer branding on corporate reputation.

3.4 The Influence of Compensation on Generation Z's Interest in Job Applications

Compensation refers to everything received by employees as a result of their contributions, both physical and non-physical. Research conducted by (Fatimah et al., 2021) and (Hayomi & Suharnomo, 2024) indicates that

compensation has a positive and significant impact on interest in job applications. The more compensation provided, the greater the influence on job application interest. However, research by (Handi & Safitri, 2023) states that compensation does not have a positive and significant effect on job application interest.

H4: There is a positive and significant influence of compensation on Generation Z's interest in job applications.

3.5 The Influence of Corporate Reputation on Generation Z's Interest in Job Applications

Research conducted by oleh (Cahyo & Waskito, 2023), (Geofanny & Faraz, 2023), and (Ekhsan et al., 2021) indicates that corporate reputation has a positive and significant impact on interest in job applications. A good reputation can enhance the credibility, trust, and satisfaction of potential employees towards the company.

H5: There is a positive and significant influence of corporate reputation on Generation Z's interest in job applications.

3.6 The Influence of Employer Branding on Generation Z's Interest in Job Applications Mediated by Corporate Reputation

Research conducted by (Ekhsan et al., 2021) and (Hapsara & Nugrahaningsih, 2024) indicates that employer branding has a positive and significant impact on job application interest when mediated by corporate reputation. If the employer branding strategy is implemented effectively, it can enhance the company's reputation and attract interest in job applications.

H6: There is a positive and significant influence of employer branding on Generation Z's interest in job applications, mediated by corporate reputation.

3. Metodology

In this study, the research method employed a quantitative approach by using numerical data and statistics (Sugiyono, 2020). The population of this study consists of Generation Z, born between 1997 and 2012. The population of this research is located in Surakarta, and its exact number is unknown. When the population size is uncertain, the sample size can be calculated using the Cochran formula (Sugiyono, 2020). Based on the Cochran formula, the sample size used was 385 respondents. In this research, primary data were collected through an online questionnaire distributed via Google Forms to Generation Z in Surakarta who are active on social media in seeking job-related information. The respondents ranged in age from 12 to 27 years old and were either currently seeking jobs or planning to seek employment in the near future. The data analysis technique employed descriptive analysis using JASP software and Structural Equation Modeling (SEM) with the help of Smart PLS 4. As discussed in the book by (Hair et al., 2022), SEM, particularly in the context of PLS (Partial Least Squares), is a powerful choice for data analysis across various fields. Some of the main reasons SEM is used over other techniques are: (1) The ability to test complex models, (2) The capability to measure latent variables, (3) Ease in exploring path analysis, mediation, and moderation, and (4) The ability to test more complex relationships. Several advantages of using SEM-PLS include its ability to model many dependent and independent variables, its capacity to handle non-normally distributed data, and its effectiveness in addressing multicollinearity issues (Achmad, 2021).

4. Result And Discusions   Result

Data analysis in this study utilizes structural equation modeling, the following are the results of the analysis:
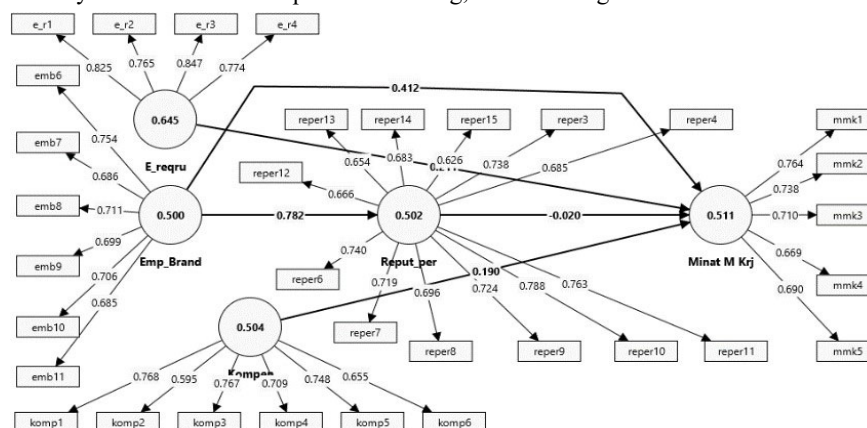

Fig. 2. Fit Outer Model

The figure above shows the magnitude of the convergent validity values, with the outer loading values obtained for the variables E-Recruitment (X1), Employer Branding (X2), Compensation (X3), Corporate Reputation (Z), and Interest

in Job Applications (Y) all having values greater than > 0.5, indicating that these variables are valid. The AVE values obtained for each variable are as follows: E-Recruitment 0.645; Employer Branding 0.500; Compensation 0.504; Corporate Reputation 0.502; and Interest in Job Applications 0.511.

Details of the Outer Model Magnitudes

An indicator is considered to have good convergent validity if the outer loading value is greater than > 0.7. However, some literature states that values between > 0.500 - 0.600 are sufficient to be considered valid for the indicators used. The following are the outer loading values for each indicator of this research variable:

Table 1. Outer Loading Values

Variable	Indicator	Outer Loading
E-Reqru (X1)	e_r1	0.825
	e_r2 e_r3	0.765
	e_r4	0.847
		0.774
Emp_Brand (X2)	emb6	0.754
	emb7	0.686
	emb8	0.711
	emb9	0.699
	emb10	0.706
	emb11	0.685
Kompen (X3)	komp1 komp2	0.768
	komp3 komp4	0.595
	komp5 komp6	0.767
		0.709
		0.748
		0.655
Reput_Per (Z)	reper3 reper4	0.738
	reper6 reper7	0.685
	reper8 reper9	0.740
	reper10	0.719
	reper11	0.696
	reper12	0.724
	reper13	0.788
	reper14	0.763
	reper15	0.666
		0.654
		0.683
		0.626
Minat M Krj (Y)	mmk1 mmk2	0.764
	mmk3 mmk4	0.738
	mmk5	0.710
		0.669
		0.690

Based on Table 1, it can be seen that each indicator of this research variable has an outer loading value greater than > 0.500. The data results in Table 1 indicate that there are no indicators with values less than < 0.500, meaning all indicators are deemed valid for use in the study and can be utilized for further analysis.

Reliability Test

The reliability test is used to indicate the extent to which the questionnaire can be trusted regarding its consistency and reliability. This is assessed based on the Composite Reliability (CR) value, which must be higher than 0.700. The following are the Composite Reliability (CR) values for each variable in this research:

Table 3. Composite Reliability

Variable	Composite Reliability
E-Reqru (X1)	0.825
Emp_Brand (X2)	0.802
Kompen (X3)	0.813
Reput_Per (Z)	0.912
Minat M Krj (Y)	0.760

Based on the table above, each variable in this study shows a Composite Reliability (CR) value greater than > 0.700, indicating that all research variables are deemed reliable.

Multicoliniearity Test

The multicollinearity test is used to determine whether there is a correlation among independent variables. If no correlation occurs, it is referred to as orthogonal, meaning that the correlation between independent variables is equal to zero. A good criterion for the Variance Inflation Factor (VIF) value is < 3-5, which indicates that the regression model is free from multicollinearity (Achmad, 2021).

Table 4. Variance Inflation Factor

Variable	Reput_Per (Z)	Minat M Krj (Y)
E-Reqru (X1)		1.789
Emp_Brand (X2)	1.000	2.666
Kompen (X3)		2.543
Reput_Per (Z)		3.796
Minat M Krj (Y)		

Based on Table 4, the VIF value of the E-Recruitment variable against Job Application Interest is 1.789. The value of Employer Branding against Job Application Interest is 2.666, while the mediating variable Company Reputation has a value of 1.000. The Compensation value against Job Application Interest is 2.543. Furthermore, the Company Reputation value against Job Application Interest is 3.796. Each variable has a value of < 5, which means it does not violate the multicollinearity test.

Inner Model Analysis

The subsequent data analysis is the analysis conducted to make decisions based on the research results, referred to as the inner model test. The results of this research analysis were obtained from the bootstrapping events in Smart PLS 4, with the following results:
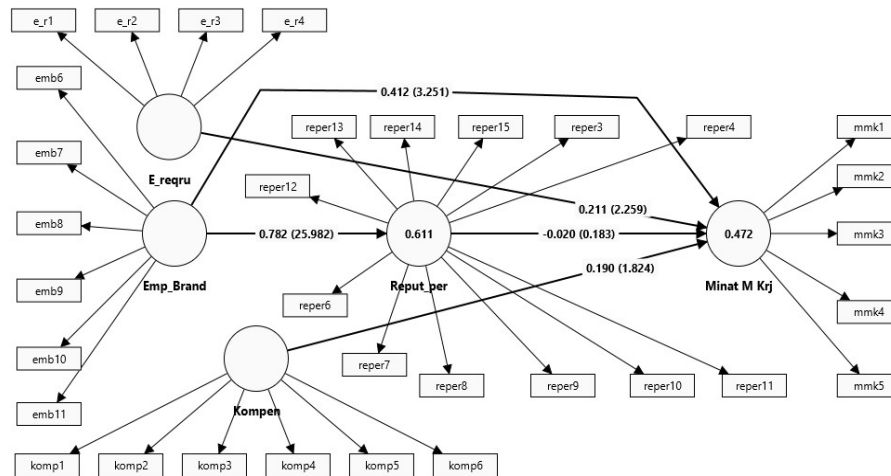
Fig. 3. Inner Model

The inner model is a structural test used to predict the causal relationships between latent variables. The results of the analysis show the t-test values for each path or inner model. This testing can be conducted using three analyses: measuring the R-Square (R^2), Goodness of Fit (GoF), and Path Coefficient.

GoF R^2 (R^2 Godness of Fit)

GoF is the evaluation process used to assess how well the constructed model can explain the existing data. A GoF value of 0.1 indicates a small effect, 0.25 indicates a medium effect, and 0.36 indicates a strong effect (Assyifa et al., 2023).

Table 5. R-Square and R-Square Adjusted Values

Variable	R-Square	R-Square Adjusted
Reput_Per (Z)	0.611	0.610
Minat M Kerja (Y)	0.472	0.463

Based on Table 5, the R² value for Company Reputation is 0.611 and for Job Application Interest is 0.472, indicating that this relationship is strong. Furthermore, the Adjusted R-Square test shows an R² value of 0.610 for Company Reputation and 0.463 for Job Application Interest, suggesting that this relationship is moderately strong.

Hypothesis Testing Direct
Effect Test
To test the hypothesis of the independent variable against the dependent variable, the table below can be presented:

Table 6. Direct Effect

Variable	Hypothesis	Original Sample	t-Statistic	p-values	Description
(X1) - > (Y)	H1	0.211	2.259	0.024	Positif, significant
(X2) - > (Y)	H2	0.412	3.251	0.001	Positif, significant
(X2) - > (Z)	H3	0.782	25.982	0.000	Positif, significant
(X3) - > (Y)	H4	0.190	1.824	0.068	Positif, insignificant
(Z) - > (Y)	H5	-0.020	0.183	0.855	Negatif, insignificant

Based on Table 6, the following interpretations can be made:

1. H1 tests whether there is a positive and significant effect of E-Recruitment on Generation Z's Job Application Interest. From Table 8, the t-statistic value is 2.259 with an effect size of 0.211 and a p-value of 0.024, allowing us to conclude that H1 is accepted or has a significant effect

2. H2 tests whether there is a positive and significant effect of Employer Branding on Generation Z's Job Application Interest. From Table 8, the t-statistic value is 3.251 with an effect size of 0.412 and a p-value of 0.001, allowing us to conclude that H2 is accepted or has a significant effect.
3. H3 tests whether there is a positive and significant effect of Employer Branding on Company Reputation. From Table 8, the t-statistic value is 25.982 with an effect size of 0.782 and a p-value of 0.000, allowing us to conclude that H3 is accepted or has a significant effect.
4. H4 tests whether there is a positive and significant effect of Compensation on Generation Z's Job Application Interest. From Table 8, the t-statistic value is 1.824 with an effect size of 0.190 and a p-value of 0.068, allowing us to conclude that H4 is rejected or has no significant effect at $\alpha = 5\%$.
5. H5 tests whether there is a positive and significant effect of Company Reputation on Generation Z's Job Application Interest. From Table 8, the t-statistic value is 0.183 with an effect size of -0.020 and a p-value of 0.855, indicating that H5 is rejected, meaning there is no positive and significant effect.

Indirect Effects Test

The indirect effects test is used to determine whether the influence of the independent variable on the dependent variable can be mediated by the intervening variable. If the p-value < 0.05 (5%), it indicates significance, meaning that the intervening variable can mediate the effect of the independent variable on the dependent variable.

Table 7. Indirect Effect

Variable	Hypothesis	Original Sample	t-Statistic	p-values	Description
(X2) - > (Z) - > (Y)	H6	-0.015	0.182	0.856	Negatif, insignificant

Based on Table 7, the interpretation shows that the t-statistic value is only 0.182 with an effect size of -0.015 and a p-value of 0.856. Therefore, it can be concluded that H6 is rejected, meaning that Company Reputation does not positively and significantly mediate the effect of Employer Branding on Generation Z's Job Application Interest.

IPMA Analysis (Importance Performance Map Analysis)

IPMA (Importance Performance Map Analysis) is a technique used to evaluate and visualize the relationship between the importance and performance of variables or indicators in a structural model. This IPMA analysis can assist organizations in gaining a clearer picture of how strategies can be optimized by linking importance and performance.
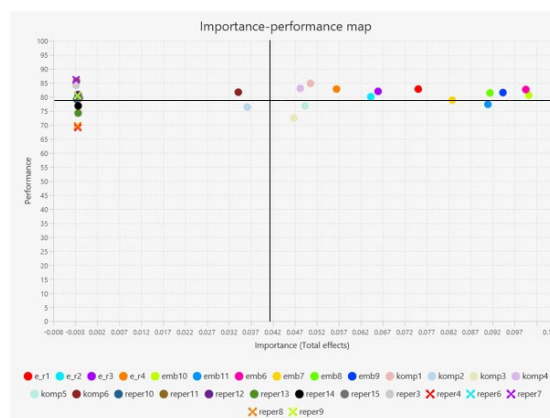

Fig. 4. Importance Performance Map Analysis

P Low – I Low = Low Priority
P High – I Low = Possible Overkill
P High – I High = Keep Up The Good Work
P Low – I High = Concentrate Here

Based on the image above, several questions in the questionnaire used in this study should be specifically focused on the elements in the P Low – I High quadrant. These indicators are very important to respondents but currently perform poorly.

Among the indicators that need attention are the questions related to Employer Branding 11 and Compensation 5, as well as Employer Branding 7 and E-Recruitment 2. Therefore, employers should focus on issues related to the company that are perceived as attractive by respondents, and a work environment that collaboratively works towards the company's advancement, such as having knowledge and skills training programs, good employee career development programs, and effective communication among organizational members. In addition, the second most important aspect for respondents is the level of compensation that is deemed appropriate, with a complete compensation variation. The instructions provided in E-Recruitment should be clear and easy to understand, and issues related to companies that offer services supporting employees' work-life balance should also be addressed.

5. Discussion

From the analysis of the research data above, it shows that:

6.1 E-Recruitment and Generation Z's Job Application Interest have a positive and significant effect, as indicated by a pvalue of $0.024 < 0.05$. E-Recruitment is expected to enhance Generation Z's interest in job applications through digital technology, which facilitates the job search process and provides broader information. This research aligns with previous studies conducted by (Cahyo & Waskito, 2023), (Hayomi & Suharnomo, 2024), and (Geofanny & Faraz, 2023), which indicate that effective E-Recruitment can increase job application interest. Companies have a greater opportunity to boost the interest of prospective applicants in submitting job applications. Effective E-Recruitment not only simplifies the recruitment process for companies but also provides a more engaging and efficient experience for applicants.

6.2 Employer Branding and Generation Z's Job Application Interest have a positive and significant effect, as seen from the p-value of $0.001 < 0.05$. Employer branding can enhance awareness and trust among potential employees toward the company, thus increasing job application interest. This study aligns with research conducted by (Ekhsan et al., 2021), (Hapsara & Nugrahaningsih, 2024), and (Ananda & Santosa, 2024). Companies should improve their work culture and maintain a positive corporate image to attract job applicants. When a company successfully builds a strong and positive brand, it not only enhances its appeal in the eyes of Generation Z candidates but also creates the perception that it is a good place to work.

6.3 Employer Branding and Company Reputation have a positive and significant effect, as indicated by a p-value of $0.000 < 0.05$. This study aligns with research conducted by (Hapsara & Nugrahaningsih, 2024) and (Ekhsan et al., 2021). Employer branding aims to enhance employee quality and improve company reputation. Employer branding not only focuses on attracting the best candidates but also plays a role in retaining existing employees by creating a safe and comfortable work environment, a positive corporate culture, and clear career development opportunities.

6.4 Compensation and Generation Z's Job Application Interest have a positive but insignificant effect, as indicated by a p-value of $0.068 > 0.05$. The insignificance of compensation could be due to certain factors, such as corporate culture and career development opportunities, which are typically more important to prospective employees. Research conducted by (Handi & Safitri, 2023) states that compensation does not positively and significantly influence job application interest. This may be because applicants do not view compensation as a primary consideration.

6.5 Company Reputation and Generation Z's Job Application Interest have a negative and insignificant effect, as indicated by a p-value of $0.855 > 0.05$. This occurs because Generation Z often prefers to work for companies that offer flexibility and modern technology, making a good reputation less of a primary factor in their decision to apply for jobs. This research does not support findings by (Geofanny & Faraz, 2023), which state that company reputation positively and significantly influences job application interest. This may be due to the fact that the Generation Z respondents in this study generally do not possess high qualifications or are still in the early stages of their job search.

6.6 Employer Branding on Generation Z's Job Application Interest Mediated by Company Reputation has a negative and insignificant effect, as indicated by a p-value of $0.856 > 0.05$. This occurs because Generation Z prioritizes work-life balance and personal development opportunities. This research does not support findings by (Hapsara & Nugrahaningsih, 2024), which state that employer branding positively and significantly influences job application interest when mediated by company reputation. Respondents in this study may not be in a superior position as job seekers, thus not always having a strong desire for companies with a high reputation or excellent facilities offered by employers.

The limitations of this study are that it was conducted only in Surakarta among Generation Z individuals aged 12 to 27 years. This may affect the findings, as the results may not be applicable to the entire Generation Z population in a given area, whether outside Surakarta or among other age groups within Generation Z. Additionally, this study did not consider external factors that could influence job application interest, such as economic conditions, education levels, individual preferences, academic abilities, and appropriate age. Therefore, it is important to conduct further research that takes into

account different locations and more focused age groups to gain a more comprehensive understanding of the influence of employer branding on job application interest among Generation Z.

References

Achmad, N. (2021). *Teori & Praktek Statistik Milenial*. Jasmine.

Agustina, L., Nurmalasari, E., & Astuty, W. (2023). Corporate Social Responsibility Dan Risiko Investasi Terhadap Reputasi Perusahaan Dengan Profitabilitas Sebagai Variabel Intervening. *Owner: Riset & Jurnal Akuntansi*, *7*(1), 687–699. https://doi.org/10.33395/owner.v7i1.1218

Ananda, P. J., & Santosa, A. (2024). Pengaruh E-Recruitment, Media Sosial, dan Employer Branding Terhadap Minat Generasi Z untuk Melamar Pekerjaan. In *Journal of Business and Halal Industry* (Vol. 1, Issue 3). https://economics.pubmedia.id/index.php/jbhi

Ashariana. (2022). *DAMPAK DARI EMPLOYER BRANDING TERHADAP KOMITMEN ORGANISASI PADA KARYAWAN BANK*.

Assyifa, N. F., Widagdo, P. P., & Kamila, V. Z. (2023). Pengukuran Kesuksesan Aplikasi Ujian Online Sekolah Menengah Atas Menggunakan Model DeLone dan McLean. *Kreatif Teknologi Dan Sistem Informasi (KRETISI)*, *1*(2), 65–74. https://doi.org/10.30872/kretisi.v1i2.779

Astuti, A. W., & Muharam, A. (2023). PERKEMBANGAN BISNIS DI ERA DIGITAL. *Jurnal Multidisiplin Indonesia*, *2*(9). https://jmi.rivierapublishing.id/index.php/rp

Cahyo, I. N., & Waskito, J. (2023). Pengaruh e-recruitment, reputasi perusahaan, dan persepsi pencari pekerjaan terhadap minat melamar kerja (studi kasus pada generasi z solo raya). *INFOTECH : Jurnal Informatika & Teknologi*, *4*(2), 157–167. https://doi.org/10.37373/infotech.v4i2.558

Christine, Putri, A. D., & Situmorang, S. H. (2024). Brand Strategy Approaches to Convince Consumers and Employees in MSMEs: A Case Study of Natto Milk Indonesia Upaya Strategi Brand Meyakinkan Konsumen dan Karyawan Pada UMKM: Studi Kasus Natto Milk Indonesia. In *Management Studies and Entrepreneurship Journal* (Vol. 5, Issue 2). http://journal.yrpipku.com/index.php/msej

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. http://jurnal.undira.ac.id/index.php/jpmk/

Fatimah, S., Kusniawati, A., & Kader, M. A. (2021). *PENGARUH REPUTASI PERUSAHAAN DAN KOMPENSASI TERHADAP MINAT MELAMAR KERJA (Studi pada PT. Gojek Indonesia Cabang Tasikmalaya)* (Vol. 3, Issue 2).

Geofanny, R., & Faraz. (2023). Employer Branding and E-recruitment Against Interest in Applying for Generation Z Jobs. *Psikostudia Jurnal Psikologi*, *12*(1), 146–154. https://doi.org/10.30872/psikostudia.v12i1

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. https://www.researchgate.net/publication/354331182

Handi, & Safitri, W. (2023). Pengaruh Reputasi Perusahaan, E-Recruitment, Dan Kompensasi. *JAMBURA*, *6*(1), 210–218. http://ejurnal.ung.ac.id/index.php/JIMB

Hapsara, G. P. I., & Nugrahaningsih, T. H. (2024). Corporate Reputation Mediates the Effect of Employer Branding on Intention Z Generation to Apply for a Job. In *Management Studies and Entrepreneurship Journal* (Vol. 5, Issue 1). http://journal.yrpipku.com/index.php/msej

Hayomi, Y. A., & Suharnomo. (2024). Pengaruh E-Recruitment, Reputasi Perusahaan, dan Kompensasi Terhadap Minat Melamar Kerja Kajian Ekonomi Islam (Studi Pada Fresh Graduate di Semarang). *Jurnal Ilmiah Ekonomi Islam*, *10*(01). https://doi.org/10.29040/jiei.v10i1.8391

Hegazy, N. A. A., & Elsayed, A. A. (2022). Studying the Relationship Between Electronic Recruitment Determinants and Organization Attractiveness. *International Journal of Applied Management Theory and Research*, *4*(1), 1–16. https://doi.org/10.4018/ijamtr.300278

Husna, J., Prasetya, A., Shadiqin, S., Pungki, S. F. B., & Muhaimin, Y. (2021). Efektivitas Metode Rekrutmen Melalui Media Sosial (E-Recruitment). *Information Science and Library*, *2*(1), 45–54. https://doi.org/10.26623/jisl

Indra, I. R., & Widoatmodjo, S. (2020). *ANALISA STRATEGI EMPLOYER BRANDING TERHADAP MINAT MELAMAR KERJA*.

Ivano, W., & Susanti, F. (2023). Pengaruh Kompensasi Dan Kepemimpinan Terhadap Disiplin Kerja (Studi Kasus Pegawai Pada Dinar Pekerjaan Umum Dan Penataan Ruang Kota Padang). *Digital Bisnis: Jurnal Publikasi Ilmu Manajemen Dan E-Commerce*, *2*(2), 36–54. https://doi.org/10.30640/digital.v2i2.1045

Putri, L. G., & Melinda, T. F. (2023). The Influence Of Human Resources In Employment Recruitment Process At Bri Branch Office Bengkulu. *Jurnal Akuntansi, Manajemen Dan Bisnis Digital*, *2*(2), 217–222.

Putri, S. Y., & Hermi. (2022). FAKTOR-FAKTOR DETERMINAN REPUTASI PERUSAHAAN PADA RESTORAN CEPAT SAJI DI JAKARTA. *JURNAL INFORMASI, PERPAJAKAN, AKUNTANSI, DAN KEUANGAN PUBLIK*, *17*(2), 263–286. https://doi.org/10.25105/jipak.v17i2.13924

Ratnasari, S. L., Suryadinata, P. R., & Ariyati, Y. (2022). E-RECRUITMENT, SELEKSI, DAN PENEMPATAN KARYAWAN TERHADAP KINERJA KARYAWAN. *Jurnal Ecoment Global: Kajian Bisnis Dan Manajemen*, *7*(1), 35–44.

Rehatta, P. N. R., Sijabat, A., Tutupoho, S., Muskita, F. I., & Waly, N. (2022). The Effect of Employer Branding On Turnover Intention Mediated By Employee Engagement At PT. Ambon Federal International Finance. In *Management Studies and Entrepreneurship Journal* (Vol. 3, Issue 6). http://journal.yrpipku.com/index.php/msej

Sanaba, H. F., Andriyan, Y., & Munzir. (2022). *Analisis Faktor-faktor yang mempengaruhi Kinerja Karyawan: Kompensasi, Motivasi Kerja, Lingkungan Kerja* (Vol. 2, Issue 2).

Shalahuddin, Sari, M. F., & Hidayat, N. (2022). Peran Kompensasi dan E-Recruitment: Analisis Minat Melamar Pekerjaan Pada Calon Karyawan/Pegawai Generasi Millenial. *At-Tadbir : Jurnal Ilmiah Manajemen*, *6*(1), 66–80. https://doi.org/10.31602/atd.v6i1.6088

Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. ALFABETA,cv.

Sutrisno, Herdiyanti, Asir, M., Yusuf, M., & Ardianto, R. (2022). The Impact Of Compensation, Motivation And Job Satisfaction On Employee Performance In The Company: A Review Literature. *Management Studies and Entrepreneurship Journal*, *3*(6), 3476–3482. http://journal.yrpipku.com/index.php/msej