

**Pengaruh *Employer Branding* dan *Corporate Social Responsibility* Terhadap
Intention To Apply Dengan *Corporate Reputation* Sebagai Variabel Mediasi
Studi Pada Generasi Z Alumni Fakultas Ekonomi dan Bisnis
Universitas Andalas**

TESIS



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**PROGRAM STUDI S2 MAGISTER MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS ANDALAS
PADANG
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Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen pada
Program Studi Magister Manajemen Fakultas Ekonomi dan Bisnis

Universitas Andalas



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Tesis Oleh Hayatun Nisa (2320522025)

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *employer branding* dan *corporate social responsibility* terhadap *intention to apply* dengan *corporate reputation* sebagai variabel mediasi. Penelitian ini dilakukan pada Generasi Z, khususnya Alumni Fakultas Ekonomi Dan Bisnis Universitas Andalas, yang merupakan bagian dari kelompok angkatan kerja dominan di masa depan. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik survei, melibatkan sampel yang dipilih secara *purposive sampling*. Data dianalisis menggunakan model persamaan *Structural Equation Modeling* (SEM) dengan *software* SmartPLS untuk menguji hubungan kausal antarvariabel. Kuesioner diukur dengan menggunakan skala likert 1-5. Berdasarkan hasil pengujian penelitian menunjukkan bahwa *employer branding* berpengaruh langsung positif dan signifikan terhadap *intention to apply* sedangkan *Corporate social responsibility* tidak berpengaruh langsung positif dan signifikan terhadap *intention to apply*. *Employer branding* dan *corporate social responsibility* berpengaruh positif dan signifikan terhadap *corporate reputation*. *Employer branding* dan *corporate social responsibility* terhadap *intention to apply* berpengaruh positif dan signifikan yang di mediasi oleh *corporate reputation*.

Kata Kunci: *Employer Branding, Corporate Social Responsibility, Intention To Apply Corporate Reputation, Generasi Z.*

**The Influence of Employer Branding and Corporate Social Responsibility on
Intention To Apply With Corporate Reputation as a Study Mediation
Variable in Generation Z Alumni of the Faculty of Economics and Business
Andalas University**

Thesis by Hayatun Nisa (2320522025)

Supervisors: Dr. Hendra Lukito, SE, M.M and

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ABSTRACT

This study aims to analyze the influence of employer branding and corporate social responsibility on intention to apply with corporate reputation as a mediating variable. This research was conducted on Generation Z, especially Alumni of the Faculty of Economics and Business Andalas University. Who are part of the dominant workforce group in the future. The research method used is a quantitative approach with a survey technique, involving samples selected by purposive sampling. The data was analyzed using the Structural Equation Modeling (SEM) equation model with SmartPLS software to test the causal relationship between variables. The questionnaire was measured using a Likert scale of 1-5. Based on the results of the test, the study shows that employer branding has a direct, positive and significant effect on intention to apply, while corporate social responsibility does not have a direct positive and significant effect on intention to apply. Employer branding and corporate social responsibility have a positive and significant effect on corporate reputation. Employer branding and corporate social responsibility on intention to apply have a positive and significant effect mediated by corporate reputation.

Keywords: Employer Branding, Corporate Social Responsibility, Intention To Apply Corporate Reputation, Generation Z.