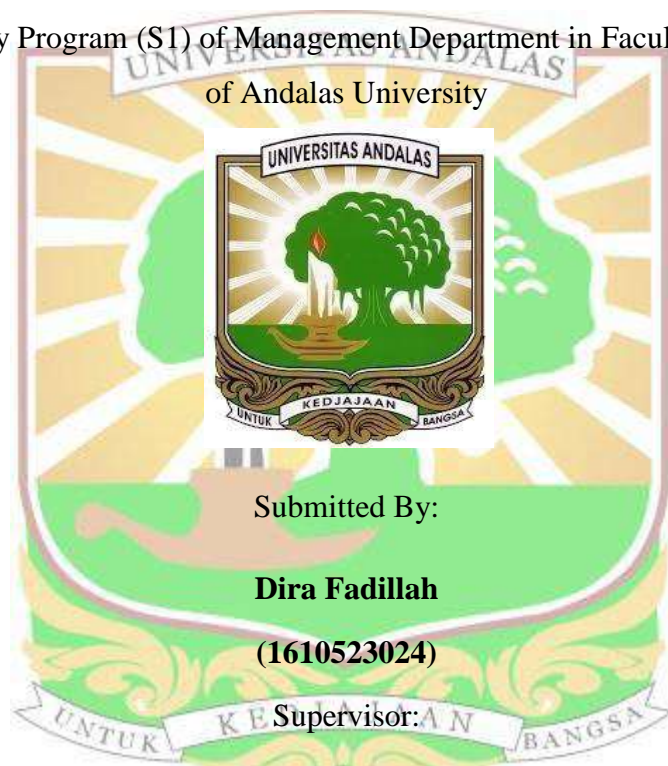


**THE MEDIATING ROLE OF CORPORATE REPUTATION ON THE
RELATIONSHIP BETWEEN EMPLOYER ATTRACTIVENESS AND
STUDENTS' INTENTION TO APPLY FOR A JOB AT PT BANK MANDIRI**

**(The Study on Final-year Undergraduate Students at Faculty of Economics of
Andalas University)**

THESIS

Proposed as One of the Requirement to Achieve the Bachelor Degree Title on
Bachelor Study Program (S1) of Management Department in Faculty of Economics



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**THE MEDITATING ROLE OF CORPORATE REPUTATION ON THE
RELATIONSHIP BETWEEN EMPLOYER ATTRACTIVENESS AND STUDENTS'
INTENTION TO APPLY FOR A JOB AT PT BANK MANDIRI
(THE STUDY ON FINAL-YEAR UNDERGRADUATE STUDENTS AT THE
FACULTY OF ECONOMICS ANDALAS UNIVERSITY)**

*Bachelor Thesis By : Dira Fadillah
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ABSTRACT

The study was made with the purpose of identifying the influence of employer attractiveness on corporate reputation and students' intention to apply for a job as well as using corporate reputation as the mediator between employer attractiveness and students' intention to apply for a job at PT Bank Mandiri. In today's highly competitive business world, companies are struggling for the competitive advantage, and human resources is one of competitive advantage of differentiation that the company could maintain and develop in order to sustain in the dynamic business world. Furthermore, companies in all sector including banking industry need to deal with the war over talent, where the competition in attracting employees has become fiercer rather than the competition for customer. Electronic questionnaires were distributed to final-year students at the Faculty of Economics in Andalas University. The study used probability sampling with purposive proportionate random sampling as the sampling technique. The data was processed by using SmartPLS 3.3.2 version for the descriptive analysis. Evidence from 198 respondents who participated in the study indicates that employer attractiveness with the five dimensions of interest value, social value, economic value, development value, and application value is positive and significantly influence corporate reputation and students' intention to apply for a job. In addition, the study also finds out that corporate reputation did not mediate the relationship between employer attractiveness and students' intention to apply for a job.

Keywords: Employer Attractiveness, Corporate Reputation, Students' Intention to Apply for a Job.

This thesis already examined and passed on June, 17th 2020. This abstract already approved by supervisor and examiners:

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