

The Influence of Employer Branding and E-Recruitment on Intention to Apply Job with Company Reputation as a Mediating Variabel among Employees in the South Jakarta Region

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Abstract

This research is a quantitative study aimed at determining the influence of employer branding and e-recruitment on Intention to Apply Job with company reputation as a mediating variabel among employees of companies in the South Jakarta region. The study involved 100 respondents selected through purposive sampling. The analysis techniques included descriptive analysis and inferential analysis using SmartPLS 4.0. The hypothesis testing yielded the following results: (1) employer branding has no significant impact on Intention to Apply Job, (2) e-recruitment has a positive and significant influence on Intention to Apply Job, (3) employer branding has a positive and significant influence on Intention to Apply Job mediated by company reputation, (4) e-recruitment has a positive and significant Intention to Apply Job interest mediated by company reputation, and (5) company reputation has a positive and significant influence on Intention to Apply Job.

Keywords: Employer branding, E-Recruitment, Intention to Apply Job, Company Reputation

**Pengaruh *Employer Branding* dan *E-Recruitment* Terhadap Minat Melamar
Kerja Dengan *Company Reputation* Sebagai Variabel Mediasi Pada
Karyawan Perusahaan di Wilayah Jakarta Selatan**

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Abstrak

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh antara *employer branding* dan *e-recruitment* terhadap minat melamar kerja dengan *company reputation* sebagai variabel mediasi pada karyawan Perusahaan di wilayah Jakarta Selatan. Penelitian ini menggunakan 100 responden dengan teknik pengambilan sampel melalui *purposive sampling*. Teknis analisis menggunakan teknik analisis deskriptif dan analisis inferensial melalui *SmartPLS* 4.0. Pengujian hipotesis memperoleh hasil (1) *employer branding* tidak berpengaruh signifikan terhadap minat melamar kerja. (2) *e-recruitment* berpengaruh positif dan signifikan terhadap minat melamar kerja. (3) *employer branding* berpengaruh positif dan signifikan terhadap minat melamar kerja yang dimediasi *company reputation*. (4) *e-recruitment* berpengaruh positif dan signifikan terhadap minat melamar kerja yang dimediasi *company reputation*. (5) *company reputation* berpengaruh positif dan signifikan terhadap minat melamar kerja.

Kata Kunci : *Employer branding*, *E-Recruitment*, Minat Melamar Kerja, *Company Reputation*