

The Influence of E-recruitment and Social Media on Interest in Applying for Jobs Mediated by Company Reputation

Puput Putri Handayani¹, Irmawati²

¹Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

²Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Surakarta, Indonesia

Email address: puputpuha2003@gmail.com, irm254@ums.ac.id

Abstract— The purpose of this study was to measure the effect of e-recruitment and social media on interest in applying for jobs mediated by company reputation. The population in this study were 95 students of Universitas Muhammadiyah Surakarta, distributing closed questionnaires via Google form. The sampling techniques used purposive sampling. Using smart PLS 3.0 analysis on the outer model to test validity and reliability. And hypothesis testing using Smart PLS analysis on the inner model. The results of the analysis show that company reputation partially mediates the relationship between e-recruitment and social media on interest in applying.

Keywords— E-recruitment, Social Media, Interest in Applying, and Company Reputation.

I. INTRODUCTION

Human resources are one of the most important components that must be owned by a company so that the company can run well and achieve company goals and targets. To get human resources with good skills and quality according to their need, various companies are willing to compete with other companies. The company must be good at creating and shaping the company's reputation so that the company looks more attractive and very convincing so that many applicants are interested and apply for the company. Job interest or intention is the process of attracting a candidate to join a company [1]). When someone is interested in a job, they will look for information about the job and the company, and will consider various things to get a job a decide whether to apply for the company or not.

Prospective applicants will be more interested in companies that have a good reputation. With good company reputation, it can reflect that the performance of the company is good. Therefore, job seekers consider reputation as the main indicator of job characteristics, which always shapes the satisfaction that individuals anticipate by becoming members of the organization [2]. With a good company reputation, the greater the chance of prospective applicants who are interested in applying. So the company must always try to create a good reputation in the eyes of prospective applicants.

In today's digital era, almost all people use the internet. The use of the internet in the current era has been used to find job information and apply for jobs through online sites. With digital development, companies can utilize it to attract applicants by sharing information about the company that can be easily accessed by prospective applicants. One of the uses

of digital media in companies is in the employee recruitment process. Through recruitment, companies can find and attract potential individuals for job vacancies (Chowdhury, 2022). Organizations today are widely using internet technology to invite applications in a cost and time time-effective way to source and hire talented individuals [4]. Such recruitment is called e-recruitment. Thus, the recruitment process is shifting to e-recruitment which can provide convenience, effectiveness, and real-time information is a special attraction [1].

The company also uses social media to attract applicants. Social media is about interacting, exchanging ideas, and sharing information through virtual networks using technology [5]. With the large use of social media to find jobs, it can be utilized by companies to improve the company's reputation. The use of social media is now not only for social needs but also to find job information. Therefore, social media that spreads credible information about a company must be attractive and honest and influence job seekers' perceptions of the company [5]. Hence, interactions between employers and job seekers on social media, facilitated through the company's reputation, can serve as an effective strategy to enhance interest in job applications and attract potential employees to join the organization [6]

II. LITERATURE REVIEW & HYPOTHESIS

A. Theory of Planned Behavior (TPB)

This research focuses on the behavior of prospective applicants regarding their interest in applying for a job, about this problem, the appropriate theory is the Theory of Planned Behavior (TPB). TPB is a theory that is often used in research to explain someone's intention to do something. TPB is an assessment consisting of a positive or negative response to something, attitude is the first step to performing a behavior, so attitude plays an important role in determining a person's interest [7]. If someone has a good or positive view of something in the company that is very helpful or profitable, then it can form a positive trait in making decisions to apply for a job.

B. E-recruitment

With recruitment, companies can get employees through selection, so that companies get employees who are competent

and have skills that meet the needs of the company. With the advancement of the internet and the widespread use of the internet, it can be utilized to easily disseminate and search for job information. E-recruitment is a recruitment process that is carried out digitally through online platforms such as company websites or company e-mails. The prospective applicants can send an application letter online such as through e-mail or the company website.

C. Social Media

According to [8] Social media refers to an online platform where users can actively engage, share, and create content such as blogs, social networks, wikis, forums, and virtual communities. With the development of social media, companies and prospective applicants can utilize social media for employment. By using social media, access to job information becomes wider and easier. The use of social media allows companies to provide an overview of the work environment, work culture, and employee activities so that it can generate interest in prospective applicants to apply to the company [9]. With easy access to information about jobs and company information, prospective applicants will certainly be more interested in applying for jobs.

D. Interest in Applying

Interest will arise from within a person consciously to do something to achieve satisfaction with an object [10]. Interest always arises in all aspects, one of which is interest in work. According to [11] a person’s interest in applying for a job is driven by motivation full everything he needs. So it can be concluded that interest in applying for a job is the interest of a prospective employee in a job vacancy or employer (company) indicated by an effort to search for on job vacancies which will then be sorted out until finally determining which company to apply to [11].

E. Company Reputation

According to [11] company reputation is the perception or view of each stakeholder in a complex manner related to company performance which can be used as a consideration to attract interest from job seekers in applying for a job. Before nominating themselves to a company, prospective applicants certainly look for information related to the job and the company. One of the information that is usually taken into consideration is information about the company’s reputation to see the performance conditions of the company. Therefore, the company’s reputation is important to be considered by the company so that the company’s reputation will always be good.

F. Hypothesis

- H1: E-recruitment has a positive and significant effect on interest in applying for a job
- H2: Social media has a positive and significant effect on interest in applying for job
- H3: E-recruitment has a positive and significant effect on company reputation
- H4: Social media has a positive and significant effect on company reputation

- H5: Company reputation has a positive and significant effect on interest in applying for a job
- H6: Company reputation mediates the effect of e-recruitment on interest in applying or a job
- H7: Company reputation mediates the effect of social media on interest in applying for a job

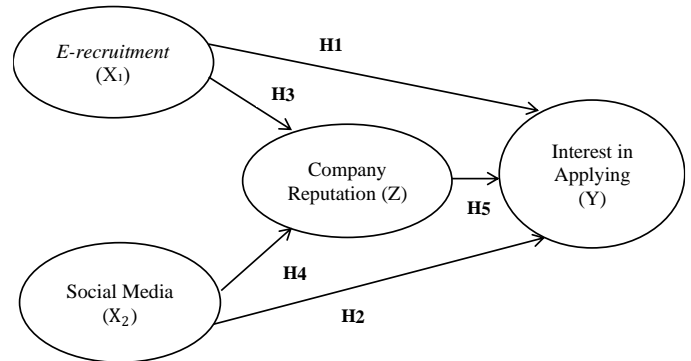


Fig 1. Framework

III. METHODOLOGY

This research uses a type of research with quantitative methods. Using quantitative methods means that all data and information are obtained in the form of numbers using statistical analysis. According to the opinion of [12] Quantitative research involves investigating social issues by testing a theory through variables measured numerically and analyzed using statistical methods to evaluate the accuracy of the theory’s predictive generalizations.

The participants in this study were students from Surakarta Muhammadiyah University. The research employed a non-probability sampling method, which means not all individuals in the population had an equal likelihood of being chosen as part of the sample. Among the various types of non-probability sampling, this study specifically utilized purposive sampling. This method involves choosing participants who meet specific criteria or possess characteristics that align with the research objectives.

The sample in this study has several criteria so that not all can become respondents, the criteria for respondents in this study are as follows: active students of Universitas Muhammadiyah Surakarta, 5th and 7th-semester students, and students who actively use social media. The sample size of this population was taken using the Malhotra formula, where the sample size must be greater than at least four to five times the number of questions or statements. In this study, there were 19 statement indicators, so the number of indicators was multiplied by five. By Malhotra’s calculations, the number of samples needed in this study was at least 95 respondents.

The data source used in the preparations of this research in the preparation of this research is primary data. Primary data is data obtained from questions or statements distributed through questionnaires to respondents. The questionnaire distributed to respondents was a closed questionnaire, This means that the researcher has formulated statements or questions and provided a set of predetermined answer options, allowing respondents to simply select from the choices

offered. The format of the questionnaire is a Likert scale format with an interval scale used in the preparation of the questionnaire. By using a Likert scale, you can find out about a person's perception of a phenomenon that occurs. This research conducted data analysis assisted by using SMARTPLS 3.0. Researchers use the Partial Least Squares (PLS) technique because it can help validate theories and describe whether latent variables have a relationship or not depending on the indicators [13]

The variable of interest in applying is measured using indicators, which organizational attractiveness, intention towards the organization and organizational prestige. On e-recruitment variable using indicators according to [14] are cost savings, time savings needed for the recruitment and selection process, wider reach to employees, and ease of use. As for the social media variables using indicators according to [15], there is interesting content, interaction between the company and prospective applicants, interaction between prospective applicants and other prospective applicants, ease of searching for information, ease of communicating information to the public and level of trust in social media. And for the corporate reputation variable using indicators according to [13], are emotional appeal, product and services, vision and leadership, work environment, financial performance, and social respectability.

The data instrument test in this study is to use the validity test, reliability test and multicollinearity test. A validity test is a measuring tool used to determine the accuracy and ability of a questionnaire. Tests on the validity test are convergent validity and discriminant validity. According to [16] reliability measurement assesses the consistency and accuracy of respondents' answers across the variables used to evaluate whether their responses remain consistent with the study's focus. Composite reliability and Cronbach's alpha are commonly employed in reliability testing. Meanwhile, the multicollinearity test is conducted to identify any correlation between independent variables. A good regression model ensures that no multicollinearity exists among the independent variables.

Hypothesis testing in this study uses path coefficient and specific indirect effect tests. The path coefficient value is used to show how much significance between constructs in hypothesis testing. Meanwhile, the use of indirect effect analysis aims to test how much influence between one variable and another, both exogenous and endogenous.

IV. RESULT AND DISCUSSION

Outer model testing aims to evaluate the relationship between latent variables and their indicators, encompassing assessments of validity, reliability, and multicollinearity.

A. Convergent Validity

If the outer loading value is > 0.7 , the indicator is in a good category in measuring the construct created. Below is the outer loading value for each indicator in the study.

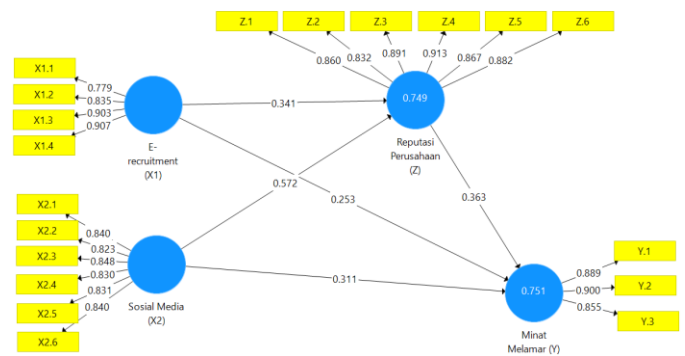


Fig. 1. Outer Model

TABEL 1. Outer Loading

Variable	Indicators	Outer Loading
E-recruitment	X1.1	0,779
	X1.2	0,835
	X1.3	0,903
	X1.4	0,907
Social Media	X2.1	0,840
	X2.2	0,823
	X2.3	0,848
	X2.4	0,830
	X2.5	0,831
	X2.6	0,840
Interest in Applying	Y.1	0,889
	Y.2	0,900
	Y.3	0,855
Company Reputation	Z.1	0,860
	Z.2	0,832
	Z.3	0,891
	Z.4	0,913
	Z.5	0,867
	Z.6	0,882

Source: Primary Analysis Data, (2024)

According to the data table above, it can be seen that all indicators of the research variables have an outer loading value > 0.7 . Even so, according to [16] at the stage of developing a measurement scale, an outer loading value of > 0.5 is considered. In the outer loading data above, it can be seen that all variable indicators have a value > 0.5 , so all variable indicators are considered valid and eligible for use in research and can be applied for further analysis. In convergent validity, apart from looking at the outer loading value, it also looks at the AVE (Average Variance Extracted) value with a value of > 0.5 . The following is the AVE value for each research variable:

TABEL 2. Average Variance Extracted (AVE) Value

Variable	Average Variance Extracted	Description
E-recruitment (X1)	0,735	Valid
Social Media (X2)	0,777	Valid
Interest in Applying (Y)	0,765	Valid
Company Reputation (Z)	0,698	Valid

Source: Primary Analysis Data, (2024)

The table data shows that all variables in this study have an Average Variance Extracted (AVE) value greater than 0.5, indicating good discriminant validity. Specifically, e-

recruitment has an AVE of 0.735, social media 0.777, interest in applying 0.765, and company reputation 0.698. These results confirm that all variables meet the criteria for discriminant validity and are considered valid.

B. Discriminant Validity

Discriminant validity can be tested using a cross-loading analysis, which involves examining the correlation coefficients of indicators with their respective constructs to ensure they are more strongly associated with their own construct than with others [17]. The following is the cross-loading on each indicator:

TABEL 3. Cross Loading

Indicator	E-recruitment (X1)	Social Media (X2)	Interest in Applying (Y)	Company Reputation (Z)
X1.1	0,779	0,566	0,568	0,516
X1.2	0,835	0,701	0,624	0,701
X1.3	0,903	0,712	0,733	0,712
X1.4	0,907	0,706	0,745	0,706
X2.1	0,633	0,840	0,659	0,840
X2.2	0,668	0,823	0,706	0,823
X2.3	0,663	0,848	0,704	0,848
X2.4	0,644	0,830	0,600	0,830
X2.5	0,737	0,831	0,708	0,831
X2.6	0,619	0,840	0,699	0,840
Y.1	0,619	0,669	0,889	0,669
Y.2	0,824	0,795	0,900	0,795
Y.3	0,602	0,677	0,855	0,677
Z.1	0,731	0,712	0,703	0,712
Z.2	0,706	0,678	0,697	0,678
Z.3	0,676	0,774	0,738	0,774
Z.4	0,708	0,747	0,750	0,747
Z.5	0,634	0,758	0,739	0,758
Z.6	0,695	0,736	0,696	0,736

Source: Primary Analysis Data, (2024)

Discriminant validity can be assessed through a cross-loading analysis, which involves comparing an indicator's correlation coefficient with its associated construct to its correlation coefficients with other constructs. This ensures that each indicator is more strongly related to its intended construct than to any other.

C. Reliability Test

The composite reliability value in a good and qualified reliability test is > 0.7, if the value is > 0.6 still acceptable. The taking after is the composite unwavering quality esteem in this ponder:

TABEL 4. Composite Reliability

Variable	Composite Reliability
E-recruitment (X1)	0,917
Social Media (X2)	0,913
Interest in Applying (Y)	0,951
Company Reputation (Z)	0,933

Source: Primary Analysis Data, (2024)

Based on the results of the data above, it can be seen that all variables have a value of composite reliability > 0.7. In the e-recruitment variable with a value of 0,917, social media with a value of 0,913, interest in applying with a value of 0,951, and company reputation with a value of 0,933. From these

results, the conclusion is that all variables meet the requirements and all variables have a high level of reliability.

Besides looking at the composite reliability value, the reliability test also looks at the value of Cronbach's alpha. The instrument is said to be reliable if it has a Cronbach's alpha value > 0.60 [18]. The following is the Cronbach's alpha value in this research:

TABEL 5. Cronbach's Alpha

Variable	Cronbach's Alpha
E-recruitment (X1)	0,879
Social Media (X2)	0,857
Interest in Applying (Y)	0,938
Company Reputation (Z)	0,913

Source: Primary Analysis Data, (2024)

Based on the results of the data obtained, it shows that the value of Cronbach's alpha all have a value > 0.60, it can be concluded that the value of Cronbach's alpha is said to be reliable.

D. Multicollinearity Test

To find out the value of the multicollinearity test by the tolerance value and variance inflation factor (VIF). Test multicollinearity test has a value criterion, namely VIF < 0.5. The following is the VIF value in this study:

TABEL 6. Variance Inflation Factor (VIF)

Variable	Company Reputation	Interest in Applying
E-recruitment	2,618	3,081
Social Media		
Company Reputation		3,991
Interest in Applying	2,618	0,992

Source: Primary Analysis Data, (2024)

Based on the results of the data obtained above, it can be seen that the results of the VIF test show a value of < 0.50. VIF shows a value with < 0.50, it can be concluded that the test value of multicollinearity test value meets the requirements.

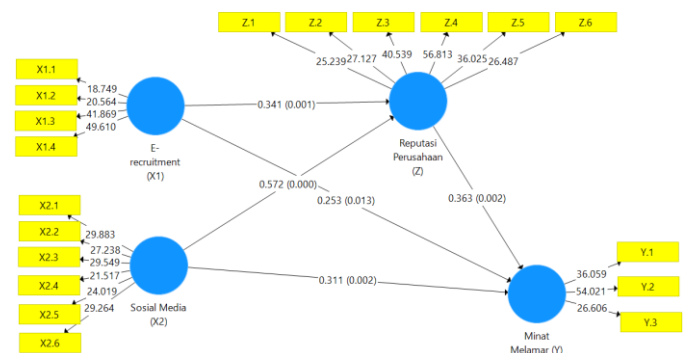


Fig 2. Inner Model

Using the inner model aims to determine whether there is an influence between one latent variable and another can be analyzed in the inner model test using various methods. These include evaluating the coefficient of determination (R²), assessing the Goodness of Fit (GoF), and analyzing path coefficients to determine the strength and significance of the

relationships.

A. Model Goodness of Fit Test

In the goodness of model test, there are 2 analyses, namely the R-square test and Q-square. If the value is 0.75, the results are included in the strong category, if the R-square value is 0.50, it is in the medium category, and if the R-square value is 0.2, the results are in the weak category [19]. The greater the R² value, the greater the influence given. Below is the coefficient of determination in this study:

TABEL 7. R-Square Value

	R-Square	RSquare Adjusted
Company Reputation	0,751	0,743
Interest in Applying	0,749	0,744

Source: Primary Analysis Data, (2024)

Based on the results of the data above, the R-square test is carried out to see how much influence is given by the e-recruitment and social media variables on company reputation, which is 0.0751 or 75.1%, from this value, this relationship has a strong influence. R-square is also used to see how much influence the e-recruitment and social media variables have on interest in applying, which is 0.749 or 74.9% of this value, it can be seen that this relationship has a strong influence.

The second test is the Q-Square test. If the Q² value > 0 then there is predictive, while the Q² < 0 then there is a lack of

predictive relevance. The following is a calculation with the Q-Square formula:

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2)] \\
 &= 1 - [(1 - 0,751) \times (1 - 0,749)] \\
 &= 1 - (0,249 \times 0,251) \\
 &= 1 - 0,06250 \\
 &= 0,9375
 \end{aligned}$$

Based on the above calculation, the result obtained for the Q-Square test is 0,9375. From the result obtained, it can be concluded that the diversity in this research data is explained by the research model by 93%, while the remaining 7% is influenced by other factors not included in this research factor. From this statement, it can be concluded that this research model has good goodness of fit.

B. Hypothesis Test

1) Path Coefficient Test

In testing the path coefficient is obtained through the bootstrapping process to determine the t-statistics or p-value and the original sample value. With a p-value, of 0.05, there is a significant relationship between variables while a p-value > 0.05. This study uses a significant value, namely the t-statistic 1.96 (significant level = 5%). If the t-statistic value > 1.96 then there is a significant effect. The following is the path coefficient value in this study:

TABEL 8. Path Coefficient

	Hypothesis	Original Sample	t-statistic	P-Value	Description
E-recruitment (X1) -> Interest in Applying (Y)	H1	0,253	2,484	0,013	Positive Significant
Social Media (X2) -> Interest in Applying (Y)	H2	0,341	3,313	0,001	Positive Significant
E-recruitment (X1) -> Company Reputation (Z)	H3	0,363	3,114	0,002	Positive Significant
Social Media (X2) -> Company Reputation (Z)	H4	0,311	3,149	0,002	Positive Significant
Company Reputation (Z) -> Interest in Applying	H5	0,572	5,875	0,000	Positive Significant

Source: Primary Analysis Data, (2024)

Based on the data above, the following results are obtained:

1. The Effect of E-recruitment on Job Application Interest

The first hypothesis tests whether e-recruitment has a positive and significant effect on interest in applying. The results of the table above show a t-statistic with a value of 2.484 with an effect level of 0,253 and a p-value of 0.013. From the results, the t-statistic value > 1.96 and the p-value < 0,05 it can be concluded that the first hypothesis is accepted. From the statistical results obtained e-recruitment has a positive and significant effect on interest in applying. Students agree and strongly agree that the use of e-recruitment can save costs, be more time efficient, reach a wider range of companies and provide convenience in finding and applying for jobs. Shows that using e-recruitment can trigger student interest in applying for a job company.

2. The Effect of Social Media on Job Application Interest

The second hypothesis tests whether social media has a positive and significant effect on interest in applying. From the results of the table above, it displays a t-statistic with a value of 3.313 an effect level of 0.311 and a p-value of 0.001. From the test results the t-statistic value > 1.96 and the o-value < 0.05, it can be concluded that the second hypothesis is accepted. From the statistical result obtained social media has a positive and significant effect on interest in applying.

Students tend to be more interested in applying for a job at companies that present information through social media because they can provide an overview of the work culture, and career opportunities at the company, and information through social media is easier to access and reliable.

3. The Effect of E-recruitment on Company Reputation

The third hypothesis examines whether company reputation positively and significantly influences interest in applying. Based on the results, the t-statistic is 3.114, indicating a moderate effect level of 0.362, with a p-value of 0.002, confirming statistical significance. From the test results the t-statistic value > 1.96 and the p-value < 0.05, it can be concluded that the third hypothesis is accepted. From the statistical results obtained e-recruitment has a positive and significant effect on company reputation. Students agree with the statement that the use of e-recruitment makes it easier and more efficient, this gives a positive impression of the company. In addition to providing convenience in the recruitment process, the use of e-recruitment also plays an important role in strengthening and building the company's reputation. Shows that the use of e-recruitment can improve the reputation of a company.

4. The Influence of Social Media on Company Reputation

The fourth hypothesis evaluates whether social media

positively and significantly influences interest in applying. The results indicate a t-statistic of 3.149, an effect level of 0.311, and a p-value of 0.002, confirming a significant positive effect. From the test results the t-statistic value > 1.96 and the p-value < 0.05, it can be concluded that the third hypothesis is accepted. From the statistical results obtained social media has a positive and significant effect on a company's interaction with prospective applicants through social media can affect the company's reputation in the eyes of students. And the content and information shared by 2. companies on social media affect students' views. So that with good social media management can strengthen the company's reputation, with poor management can damage the company's reputation. Shows that the use of social media can improve the reputation of a company.

5. The Effect of Company Reputation on Interest in Applying for a Job

The fifth hypothesis examines whether company reputation has a positive and significant effect on interest in applying. The results show a t-statistic of 5.875, an effect level of 0.572, and a p-value < 0.05. These findings confirm that the fifth hypothesis is accepted, indicating that company reputation positively and significantly influences interest in applying. Students will be more interested in companies that have a good reputation in terms of work environment, work culture and work quality. Because by working for a company that has a good reputation, it can provide long-term benefits and good career development. It shows that a good company reputation can trigger a person's interest in applying to a company.

2) Indirect Effect Test

With a p-value < 0.05 it is significant, which means it affects indirectly. Meanwhile, p-value > 0.05 means insignificant, which means it affects directly.

TABEL 9. Indirect Effect

Indirect Effect	Original Sample	t-statistic	P-Value	Description
E-recruitment (X1) -> Company Reputation (Z) -> Interest in Applying (Y)	0,124	2,088	0,037	Positive Significant
Social Media (X2) -> Company Reputation (Z) -> Interest in Applying	0,208	2,819	0,005	Positive Significant

Source: Primary Analysis Data, (2024)

Based on the data above, the following results are obtained:

1. The Effect of E-recruitment on Job Application Interest Mediated by Company Reputation

The sixth hypothesis tests whether company reputation mediates the relationship between e-recruitment and interest in applying. From the results above the t-statistic value of 2.088 shows that > 1.96, while the p-value of 0.037 shows that <

0.05. From the statistical results obtained, company reputation mediates the effect of e-recruitment on interest in applying. Students will be more interested in applying for jobs at companies with good reputations this can be seen through the use of effective e-recruitment. The use of good e-recruitment not only attracts applicants but also builds a good reputation in the eyes of prospective applicants. Proving that corporate reputation strengthens the relationship between e-recruitment and applicant interest.

2. The Effect of Social Media on Job Application Interest Mediated by Company Reputation

The seventh hypothesis investigates whether company reputation mediates the relationship between social media and interest in applying. The results reveal a t-statistic of 2.819, which is greater than the critical value of 1.96, and a p-value of 0.005, which is less than 0.05. These findings indicate that company reputation significantly mediates the relationship between social media and interest in applying. It can be concluded that social media's interest in applying can partially mediated by company reputation. From the statistical results obtained that company reputation mediates the influence of social media on interest in applying. With the information found by students on social media, it can increase positive views of the company. With a good company reputation on social media, it can increase students' interest in applying to a company. So good companies need to build a good reputation on social media platforms.

V. CONCLUSIONS AND SUGGESTION

Based on the research that has been conducted and the results obtained, there are limitations in this study regarding sample members this study is only 5th and 7th semester students at Universitas Muhammadiyah Surakarta, not generally distributed to the public. And this study only used 95 sample respondents so that the data generated was less than optimal. So it is recommended that in the selection of sample respondents to include students outside the University of Muhammadiyah Surakarta or the general public so that a larger sample is obtained that more accurate and maximum data is obtained.

REFERENCES

[1] C. N. Wijaya, M. D. Mustika, and B. Bulut, Sefa and Bukhori, "The power of e-recruitment and employer branding on Indonesian millennials' intention to apply for a job," *Front. Psychol.*, vol. 13, no. January, 2023, doi: 10.3389/fpsyg.2022.1062525.

[2] C. Hanu, H. Amegbe, and P. Mensah, "Your Future Employer: Employer Branding, Reputation, and Social Media," *African J. Inter/Multidisciplinary Stud.*, vol. 3, no. 1, pp. 1–18, 2021, doi: 10.51415/ajims.v3i1.860.

[3] M. S. Chowdhury, "Recruiting on the Net: insights for employers from prospective employees," *PSU Res. Rev.*, 2022, doi: 10.1108/pr-09-2021-0051.

[4] P. Banerjee and R. Gupta, "Talent Attraction through Online Recruitment Websites: Application of Web 2.0 Technologies," *Australas. J. Inf. Syst.*, vol. 23, pp. 1–23, 2019, doi: 10.3127/ajis.v23i0.1762.

[5] P. H. Silaban, E. Octoyuda, and A. D. K. Silalahi, "Perceived Credibility Information on Social Media of Corporate Brand Reputation and Its Impact on Jobseeker Intention to Apply," *Int. J. Bus.*, vol. 28, no. 1, pp. 1–13, 2023, doi: 10.55802/IJB.028(1).005.

[6] S. Gupta and G. K. Saini, "Information Source Credibility and Job Seekers' Intention to Apply: The Mediating Role of Brands," *Glob.*

- Bus. Rev.*, vol. 21, no. 3, pp. 743–762, 2020, doi: 10.1177/0972150918778910.
- [7] S. Maullah and M. Rofiuddin, “Mengukur minat berwirausaha dengan menggunakan pendekatan theory of planned behavior dan religiusitas,” *J. Manag. Digit. Bus.*, vol. 1, no. 2, pp. 105–121, 2021, doi: 10.53088/jmdb.v1i2.49.
- [8] N. Istiani and A. Islamy, “Fikih Media Sosial Di Indonesia,” *Asy Syar’lyyah J. Ilmu Syari’ah Dan Perbank. Islam*, vol. 5, no. 2, pp. 202–225, 2020, doi: 10.32923/asy.v5i2.1586.
- [9] R. A. Sukresno and J. A. Fadli, “Pengaruh Employer Branding, Reputasi Perusahaan, dan Penggunaan Media Sosial Terhadap Minat Melamar Kerja,” *J. Adv. Digit. Bus. Entrep.*, vol. 02, pp. 84–93, 2022, [Online]. Available: <https://intropublica.org/index.php/jadbe>
- [10] P. Jaya, N. A., Ruslan, “Pengaruh Minat Kerja dan Praktik Pengalaman Lapangan Terhadap Kesiapan Kerja Mahasiswa,” *Inf. Technol. Educ. J.*, vol. 2, no. 3, pp. 33–40, 2023, doi: 10.59562/intec.v2i3.391.
- [11] D. I. Febrianti and C. Hendratmoko, “Pengaruh kompensasi, karakteristik pekerjaan, tanggung jawab sosial perusahaan dan reputasi perusahaan terhadap minat melamar pekerjaan,” *Kinerja*, vol. 19, no. 2, pp. 257–267, 2022, doi: 10.30872/jkin.v19i2.10927.
- [12] M. M. Ali, T. Hariyati, M. Y. Pratiwi, and S. Afifah, “Metodologi Penelitian Kuantitatif dan Penerapannya dalam Penelitian,” *Educ. J.*, vol. 2, no. 2, pp. 1–6, 2022.
- [13] G. Purnawan, I. Hapsara, and T. H. Nugrahaningsih, “Corporate Reputation Mediates the Effect of Employer Branding on Intention Z Generation to Apply for a Job Reputasi Perusahaan Memediasi Pengaruh Employer Branding Terhadap Niat Mahasiswa Generasi Z untuk Melamar Pekerjaan,” *Manag. Stud. Entrep. J.*, vol. 5, no. 1, pp. 2548–2562, 2024.
- [14] H. Fiqrianto and ; Purwanti, “Pengaruh E-Recruitment Dan Rekrutmen Konvensional Terhadap Peluang Mendapatkan Pekerjaan (Studi Kasus Pada Karyawan Di Wilayah Jabodetabek) (the Effect of E-Recruitment and Conventional Recruitment on the Job Opportunities (Case Study on Employees in the ,” 2024.
- [15] R. Indriyani and A. Suri, “Pengaruh Media Sosial Terhadap Keputusan Pembelian Melalui Motivasi Konsumen Pada Produk Fast Fashion,” *J. Manaj. Pemasar.*, vol. 14, no. 1, pp. 25–34, 2020, doi: 10.9744/pemasaran.14.1.25-34.
- [16] P. N. A. Nurjanah and M. Isa, “Peningkatan Kinerja Pemasaran Melalui Orientasi Pasar Dan Orientasi Kewirausahaan Dengan Inovasi Produk Sebagai Variabel Intervening,” *Pros. Univ. Res. Colloq.*, pp. 51–65, 2021, [Online]. Available: <http://repository.urecol.org/index.php/proceeding/article/view/1612>
- [17] S. Safitri, A. Wahdiniawati, J. Manajemen, and D. Nusantara, “Pengaruh Pelatihan Kerja, Motivasi Kerja Dan Disiplin Kerja Terhadap Kinerja Karyawan Pt Liong Indotasa Bogor,” *Agustus*, vol. 3, no. 2, pp. 176–184, 2023.
- [18] P. E. M. R. Dewi and N. W. Mujiati, “Pengaruh Reputasi Perusahaan, Deskripsi Pekerjaan Dan E-Recruitment Terhadap Minat Melamar Kerja,” *E-Jurnal Ekon. dan Bisnis Univ. Udayana*, vol. 12, no. 12, p. 2405, 2024, doi: 10.24843/eeb.2023.v12.i12.p09.
- [19] S. Oktavia and Y. Yanuar, “Pengaruh Gaya Kepemimpinan, Disiplin Kerja dan Kepuasan Kerja terhadap Kinerja Karyawan,” *J. Manajerial Dan Kewirausahaan*, vol. 4, no. 1, p. 206, 2022, doi: 10.24912/jmk.v4i1.17193.