

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh *Employer Branding*, *Work Expectation* dan *Corporate Reputation* Terhadap Niat Melamar Pekerjaan pada Mahasiswa Akhir Prodi Manajemen Fakultas Ekonomi dan Bisnis Universitas Malikussaleh

Tujuan penelitian ini adalah untuk menganalisis pengaruh *employer branding*, *work expectation* dan *corporate reputation* terhadap niat melamar pekerjaan pada mahasiswa akhir prodi manajemen fakultas ekonomi dan bisnis universitas malikussaleh. Penelitian dilakukan pada mahasiswa tingkat akhir angkatan 2022 pada prodi manajemen fakultas ekonomi dan bisnis universitas malikussaleh. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan penyebaran kuesioner kepada 175 responden yang merupakan mahasiswa tingkat akhir. Analisis data dilakukan menggunakan metode *Partial Least Square* (PLS) dengan bantuan aplikasi SmartPLS. Hasil penelitian menunjukkan bahwa *employer branding* berpengaruh positif dan signifikan terhadap niat melamar pekerjaan, *work expectation* berpengaruh positif dan signifikan terhadap niat melamar pekerjaan, dan *corporate reputation* berpengaruh positif dan signifikan terhadap niat melamar pekerjaan. Temuan tersebut mengindikasikan bahwa *employer branding*, *work expectation* dan *corporate reputation* merupakan faktor penting yang dapat mendorong peningkatan niat melamar pekerjaan, terutama dalam proses pengambilan keputusan untuk melamar pada suatu perusahaan.

Kata Kunci: *Employer Branding*, *Work Expectation*, *Corporate Reputation*, Niat Melamar Pekerjaan.

ABSTRACT

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Title : The Influence of Employer Branding, Work Expectations,
and Corporate Reputation on Job Application Intentions
among Final-Year Students in the Management Study
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The purpose of this study is to analyze the influence of employer branding, work expectations, and corporate reputation on job application intentions among final-year students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. The study was conducted on final-year students in the 2022 intake of the Management Study Program, Faculty of Economics and Business, Malikussaleh University. The research method used a quantitative approach, distributing questionnaires to 175 final-year student respondents. Data analysis was performed using the Partial Least Squares (PLS) method with the assistance of the SmartPLS application. The results showed that employer branding had a positive and significant effect on job application intentions, work expectations had a positive and significant effect on job application intentions, and corporate reputation had a positive and significant effect on job application intentions. These findings indicate that employer branding, work expectations, and corporate reputation are important factors that can encourage increased job application intentions, particularly in the decision-making process of applying to a company.

Keywords: *Employer Branding, Work Expectation, Corporate Reputation, Job Application Intention.*