

## ABSTRAK

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Judul : Pengaruh *Employer Branding* Terhadap *Intention to apply for a job*  
Dengan Reputasi Perusahaan Sebagai Variabel Mediasi (Pada Mahasiswa  
Akhir Fakultas Ekonomi dan Bisnis Universitas Malikussaleh)

Penelitian ini bertujuan untuk mengetahui pengaruh *employer branding* terhadap *intention to apply for a job* dengan reputasi perusahaan sebagai variabel mediasi pada mahasiswa akhir Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Penelitian ini dilakukan pada mahasiswa akhir angkatan 2020 di Fakultas Ekonomi dan Bisnis Universitas Malikussaleh. Populasi penelitian sebanyak 799 orang dengan sampel sebanyak 130 orang. Metode penelitian yang digunakan adalah kuantitatif dengan pengumpulan data melalui kuesioner. Analisis data dilakukan menggunakan program Smart PLS 4.0. Hasil penelitian menunjukkan bahwa *employer branding* memiliki pengaruh positif dan signifikan terhadap reputasi perusahaan. Selain itu, reputasi perusahaan berpengaruh positif dan signifikan terhadap *intention to apply for a job*. *Employer branding* juga memiliki pengaruh positif dan signifikan terhadap *intention to apply for a job*. Temuan penting lainnya adalah bahwa reputasi perusahaan memediasi hubungan antara *employer branding* dan *intention to apply for a job* atau dikenal sebagai *partial mediation*. Implikasi praktis dari penelitian ini menunjukkan bahwa perusahaan perlu meningkatkan strategi *employer branding* dan memperbaiki reputasi perusahaan untuk menarik minat calon pelamar kerja, khususnya mahasiswa yang akan memasuki dunia kerja. Secara akademis, penelitian ini memberikan kontribusi dalam memahami peran mediasi reputasi perusahaan dalam hubungan antara *employer branding* dan *intention to apply for a job*.

Kata Kunci: *Employer Branding*, *Intention to Apply for a Job*, Reputasi  
Perusahaan

## **ABSTRACT**

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*Title : The Effect of Employer Branding on Intention to apply for a job with Company Reputation as a Mediating Variable (In Final Students of the Faculty of Economics and Business, Malikussaleh University)*

*This study aims to determine the effect of employer branding on intention to apply for a job with company reputation as a mediating variable in final students of the Faculty of Economics and Business, Malikussaleh University. This research was conducted on final students of class 2020 at the Faculty of Economics and Business, Malikussaleh University. The study population was 799 people with a sample of 130 people. The research method used is quantitative with data collection through questionnaires. Data analysis was carried out using the Smart PLS 4.0 program. The results showed that employer branding has a positive and significant effect on corporate reputation. In addition, company reputation has a positive and significant effect on intention to apply for a job. Employer branding also has a positive and significant influence on intention to apply for a job. Another important finding is that corporate reputation mediates the relationship between employer branding and intention to apply for a job or known as partial mediation. The practical implications of this study indicate that companies need to increase employer branding strategies and improve company reputation to attract potential job applicants, especially students who will enter the workforce. Academically, this study contributes to understanding the mediating role of corporate reputation in the relationship between employer branding and intention to apply for a job.*

**Keywords:** *Employer Branding, Intention to apply for a job, Company reputation.*