

# Peran Mediasi Corporate Reputation terhadap Pengaruh Corporate Social Responsibility dan Job Pursuit Intention = The Mediating Role of Corporate Reputation in The Relationship between Corporate Social Responsibility and Job Pursuit Intention

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## Abstrak

Adanya kebutuhan untuk mendapatkan sumber daya manusia yang kompeten menyebabkan terjadinya talent war antar perusahaan. Dengan begitu, penting bagi perusahaan untuk mengetahui faktor-faktor yang dapat meningkatkan job pursuit intention calon pelamar kerja. Tujuan dari penelitian ini adalah untuk mengetahui peran mediasi corporate reputation terhadap pengaruh Corporate Social Responsibility (CSR) dan job pursuit intention pada mahasiswa tingkat akhir Fakultas Ekonomi dan Bisnis Universitas Indonesia. Variabel yang diuji adalah lima dimensi CSR, yaitu workplace economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility, dan environmental responsibility. Serta corporate reputation yang berperan sebagai variabel mediasi antara dimensi CSR dan job pursuit intention. Terdapat 270 responden yang menjadi data pada penelitian ini dikumpulkan dari kuesioner yang disebarikan secara online dan dianalisis menggunakan model Structural Equation Model (SEM) dengan menggunakan software Lisrel 8.8. Hasil penelitian ini membuktikan bahwa CSR berpengaruh positif signifikan terhadap corporate reputation. Selain itu, corporate reputation juga berpengaruh positif signifikan pada job pursuit intention dan memediasi hubungan antara CSR dan job pursuit intention. Namun, CSR memiliki hubungan negatif signifikan terhadap job pursuit intention. Untuk itu, penting bagi BSI membangun corporate reputation agar job pursuit intention dapat meningkat.

.....The need to obtain competent human resources causes talent wars to occur between companies. Thus, it is important for companies to know the factors that can increase the job pursuit intention of prospective job applicants. The purpose of this study was to determine the mediating role of corporate reputation on the influence of Corporate Social Responsibility (CSR) and job pursuit intention in final-year students of the Faculty of Economics and Business, University of Indonesia. The variables tested are the five dimensions of CSR, namely workplace economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility, and environmental responsibility. As well as corporate reputation which acts as a mediating variable between the dimensions of CSR and job pursuit intention. There were 270 respondents who became the data in this study were collected from questionnaires that were distributed online and analyzed using the Structural Equation Model (SEM) using Lisrel 8.8 software. The results of this study prove that CSR has a significant positive effect on corporate reputation. In addition, corporate reputation also has a significant positive effect on job pursuit intention and mediates the relationship between CSR and job pursuit intention. However, CSR has a significant negative relationship with job pursuit intention. For this reason, it is important for BSI to build a corporate reputation so that job pursuit intentions can increase.