

Analisis Pengaruh Employer Branding PT KAI terhadap Intention to Apply Mahasiswa Tingkat Akhir dan Fresh Graduate dengan Moderasi Corporate Social Responsibility (Studi pada Mahasiswa Tingkat Akhir dan Fresh Graduate Universitas Indonesia) = Analysis of the Effect of PT KAI's Employer Branding on Intention to Apply of Final Year Students and Fresh Graduates with Corporate Social Responsibility as a Moderating Variable (A Study on Final Year Students and Fresh Graduates of Universitas Indonesi

Argyanti Rahayu, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920574213&lokasi=lokal>

Abstrak

Persaingan global dalam perekrutan tenaga kerja menuntut perusahaan untuk memiliki strategi efektif dalam menarik kandidat berkualitas, terutama dari generasi muda seperti mahasiswa tingkat akhir dan fresh graduate. Employer branding muncul sebagai strategi kunci dalam membangun citra positif perusahaan di mata calon pelamar. Selain itu, implementasi corporate social responsibility (CSR) juga diyakini dapat memperkuat persepsi positif terhadap perusahaan. Penelitian ini bertujuan untuk menganalisis pengaruh employer branding PT Kereta Api Indonesia (Persero) terhadap intention to apply mahasiswa tingkat akhir dan fresh graduate Universitas Indonesia, serta menelusuri peran CSR sebagai variabel moderasi dalam hubungan tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik purposive sampling terhadap 223 responden. Analisis data dilakukan melalui metode Partial Least Squares Structural Equation Modeling (PLS-SEM) menggunakan SmartPLS 4. Hasil penelitian menunjukkan bahwa employer branding berpengaruh positif dan signifikan terhadap intention to apply. Namun, CSR tidak memoderasi secara signifikan hubungan antara employer branding dan intention to apply. Hasil ini menunjukkan bahwa meskipun PT KAI telah melaksanakan CSR secara aktif, persepsi CSR di mata responden belum cukup kuat untuk memengaruhi niat melamar berdasarkan employer branding yang mereka terima. Temuan ini memberikan kontribusi teoretis bagi pengembangan kajian employer branding dan CSR dalam konteks rekrutmen generasi muda, serta implikasi praktis bagi PT KAI untuk meningkatkan komunikasi dan integrasi CSR dalam strategi employer branding-nya.

.....Global competition in talent acquisition requires companies to implement effective strategies to attract qualified candidates, especially among younger generations such as final-year students and fresh graduates. Employer branding has emerged as a key strategy in building a positive corporate image in the eyes of potential applicants. In addition, the implementation of corporate social responsibility (CSR) is also believed to strengthen positive perceptions of the company. This study aims to analyze the effect of PT Kereta Api Indonesia (Persero)'s employer branding on the intention to apply among final-year students and fresh graduates from Universitas Indonesia, and to examine the moderating role of CSR in that relationship. This research adopts a quantitative approach with purposive sampling of 223 respondents. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS 4. The results indicate that employer branding has a positive and significant influence on intention to apply. However, CSR does not significantly moderate the relationship between employer branding and intention to apply. These findings suggest that although PT KAI has actively implemented CSR initiatives, respondents'

perceptions of CSR are not yet strong enough to affect their job application intention based on the employer branding they perceive. This study contributes theoretically to the development of employer branding and CSR research in the context of youth recruitment and offers practical implications for PT KAI to enhance CSR communication and integration in its employer branding strategy.