

DAFTAR PUSTAKA

- Aiman-Smith, L., Bauer, T. N., & Cable, D. M. (2001). ARE YOU ATTRACTED? DO YOU INTEND TO PURSUE? A RECRUITING POLICY-CAPTURING STUDY. In *Journal of Business and Psychology* (Vol. 16, Issue 2).
- Ambler, T., & Barrow, S. (1996). The employer brand. *Journal of Brand Management*, 4(3), 185–206. <https://doi.org/10.1057/bm.1996.42>
- Andrea, B., Gabriella, H. C., & Tímea, J. (2016). Y and Z generations at workplaces. *Journal of Competitiveness*, 8(3), 90–106. <https://doi.org/10.7441/joc.2016.03.06>
- Backhaus, K., & Tikoo, S. (2004). Conceptualizing and researching employer branding. *Career Development International*, 9(5), 501–517. <https://doi.org/10.1108/13620430410550754>
- Berthon, P., Ewing, M., & Hah, L. L. (2005). Captivating company: Dimensions of attractiveness in employer branding. *International Journal of Advertising*, 24(2), 151–172. <https://doi.org/10.1080/02650487.2005.11072912>
- Boxall, P. (n.d.). *THE STRATEGIC HRM DEBATE AND THE RESOURCE-BASED VIEW OF THE FIRM*.
- Cable, D. M., & Graham, M. E. (2000). The Determinants of Job Seekers' Reputation Perceptions Author(s). In *Source: Journal of Organizational Behavior* (Vol. 21, Issue 8). http://www.jstor.orgURL:http://www.jstor.org/stable/3100362http://www.jstor.org/stable/3100362?seq=1&cid=pdf-reference#references_tab_contents
- Cable', D. M., & Turban, D. B. (2003). *The Value of Organizational Reputation in the Recruitment Context: A Brand-Equity Perspective*.
- Carpentier, M., Van Hoye, G., & Weijters, B. (2019). Attracting applicants through the organization's social media page: Signaling employer brand personality.

Journal of Vocational Behavior, 115.
<https://doi.org/10.1016/j.jvb.2019.103326>

Erlinda, F., & Safitri, R. (2020). THE RELATIONSHIP BETWEEN EMPLOYER BRANDING, CORPORATE REPUTATION, AND RECRUITMENT WEB ON INTENTION TO APPLY. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 7(8), 1572. <https://doi.org/10.20473/vol7iss20208pp1572-1583>

Etter, M., Ravasi, D., Colleoni, E., Marti, E., Haack, P., Roulet, T., Moon, J., Kärreman, D., Rintamäki, J., Schoeneborn, D., Schultz, F., Christensen, L. T., Vaara, E., & Schildt, H. (n.d.). *SOCIAL MEDIA AND THE FORMATION OF ORGANIZATIONAL REPUTATION 1.*

Fombrun, C. (1990). WHAT'S IN A NAME? REPUTATION BUILDING AND CORPORATE STRATEGY. In *Academy of Management Journal* (Vol. 33, Issue 2).

Fombrun, C. J., Gardberg, N. A., & Sever, J. M. (2000a). The Reputation QuotientSM: A multi-stakeholder measure of corporate reputation. *Journal of Brand Management*, 7(4), 241–255. <https://doi.org/10.1057/bm.2000.10>

Fombrun, C. J., Gardberg, N. A., & Sever, J. M. (2000b). The Reputation QuotientSM: A multi-stakeholder measure of corporate reputation. *Journal of Brand Management*, 7(4), 241–255. <https://doi.org/10.1057/bm.2000.10>

Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program SPSS 23* (8th ed.).

Hanu, C., Amegbe, H., & Mensah, P. (2021). Your Future Employer: Employer Branding, Reputation, and Social Media. *African Journal of Inter/Multidisciplinary Studies*, 3(1), 1–18. <https://doi.org/10.51415/ajims.v3i1.860>

Hasil Sensus Penduduk 2020. (2020). BPS.

Highhouse, S., Lievens, F., & Sinar, E. F. (2003). Measuring attraction to organizations. *Educational and Psychological Measurement*, 63(6), 986–1001. <https://doi.org/10.1177/0013164403258403>

- Husaini Usman, & Purnomo. (2001). *Metode Penelitian Sosial*.
- Junça Silva, A., & Dias, H. (2022). The relationship between employer branding, corporate reputation and intention to apply to a job offer. *International Journal of Organizational Analysis*, 31(8), 1–16.
<https://doi.org/10.1108/IJOA-01-2022-3129>
- Kurniasih, R., Zulaikha Wulandari, S., Purnomo, R., & Widiasuti, E. (2021). *Employer Branding: Strategic Implications to Attract Millenials Workforce*.
- Lemeshow, s., Hosmer, D.w., Klar, J & Lwanga, S.K. (1997). *Besar sampel dalam penelitian Kesehatan*, Jogjakarta: Gajahmada university press.
- Margono. (2004). *Metodologi Penelitian Pendidikan*. Rineka Cipta.
- Nurqamar, I. F., Ulfa, S., Hafizhah, I., Fadhillah, N., & Rahmi, N. (2022a). The Intention of Generation Z To Apply For a Job. *JBMI (Jurnal Bisnis, Manajemen, Dan Informatika)*, 18(3), 218–247.
<https://doi.org/10.26487/jbmi.v18i3.16493>
- Nurqamar, I. F., Ulfa, S., Hafizhah, I., Fadhillah, N., & Rahmi, N. (2022b). The Intention of Generation Z To Apply For a Job. *JBMI (Jurnal Bisnis, Manajemen, Dan Informatika)*, 18(3), 218–247.
<https://doi.org/10.26487/jbmi.v18i3.16493>
- Ozkan, M., & Solmaz, B. (2015). The Changing Face of the Employees – Generation Z and Their Perceptions of Work (A Study Applied to University Students). *Procedia Economics and Finance*, 26, 476–483.
[https://doi.org/10.1016/s2212-5671\(15\)00876-x](https://doi.org/10.1016/s2212-5671(15)00876-x)
- Permadi, & Netra. (2015). PENGARUH REPUTASI, KOMPENSASI,DAN LINGKUNGAN KERJA TERHADAP MINAT MELAMAR PEKERJAAN OLEH MAHASISWA UNIVERSITAS UDAYANA. *E-Jurnal Manajemen Unud*, 04, 3256–3286.
- Prayogi Arditya. (2022). TELAAH KONSEPTUAL PENDEKATAN KUANTITATIF DALAM SEJARAH. *JURNAL SEJARAH DAN PEMBELAJARAN SEJARAH*, 8, 76–85.

Rizaty Monavia Ayu. (2023, March). *Pengguna Instagram di RI capai 106,72 juta hingga Februari 2023*.

Santiago, J. (2019). The relationship between brand attractiveness and the intent to apply for a job: A millennials' perspective. *European Journal of Management and Business Economics*, 28(2), 142–157. <https://doi.org/10.1108/EJM-BE-12-2018-0136>

Setiawan, E., & Marginingsih, R. (2021a). Employer Branding Towards the Intention to Apply for a Job Through Company Reputation as Mediation Variable. *Andalas Management Review*, 5(2), 73–94.

Setiawan, E., & Marginingsih, R. (2021b). Employer Branding Towards the Intention to Apply for a Job Through Company Reputation as Mediation Variable. *Andalas Management Review*, 5(2), 73–94.

Sivertzen, A. M., Nilsen, E. R., & Olafsen, A. H. (2013a). Employer branding: Employer attractiveness and the use of social media. *Journal of Product and Brand Management*, 22(7), 473–483. <https://doi.org/10.1108/JPBM-09-2013-0393>

Sivertzen, A. M., Nilsen, E. R., & Olafsen, A. H. (2013b). Employer branding: Employer attractiveness and the use of social media. *Journal of Product and Brand Management*, 22(7), 473–483. <https://doi.org/10.1108/JPBM-09-2013-0393>

Siyoto, S., & Sodik, M. A. (2015). *DASAR METODOLOGI PENELITIAN*.

Sobriyah, D. O., Zulaikha Wulandari, S., & Kurniasih, R. (2021). *Millenial's Job Choice: An Empirical Study ob Employer Branding*.

Soeling, P. D., Ajeng Arsanti, S. D., & Indriati, F. (2022a). Organizational reputation: does it mediate the effect of employer brand attractiveness on intention to apply in Indonesia? *Heliyon*, 8(4). <https://doi.org/10.1016/j.heliyon.2022.e09208>

Soeling, P. D., Ajeng Arsanti, S. D., & Indriati, F. (2022b). Organizational reputation: does it mediate the effect of employer brand attractiveness on

- intention to apply in Indonesia? *Heliyon*, 8(4).
<https://doi.org/10.1016/j.heliyon.2022.e09208>
- SOVINA, J., & COLLINS, C. J. (2003). THE EFFECTS OF ORGANIZATIONAL BRAND EQUITY ON EMPLOYMENT BRAND EQUITY AND RECRUITMENT OUTCOMES. *Academy of Management Proceedings*, 2003(1), B1–B6.
<https://doi.org/10.5465/ambpp.2003.13792994>
- Susilo, S. R., & Widhianto, C. W. (2022). *Effect Of Employer Branding And Prestige On Intention To Apply In The Top 5 E-Commerce In Indonesia*.
<https://doi.org/10.32812/jibeka.v16i2.758>
- Tabularasa, J., & Unimed, P. (2009). *VALIDITAS DAN RELIABILITAS SUATU INSTRUMEN PENELITIAN* (Vol. 6, Issue 1).
- Walsh, G., & Beatty, S. E. (2007). Customer-based corporate reputation of a service firm: Scale development and validation. *Journal of the Academy of Marketing Science*, 35(1), 127–143. <https://doi.org/10.1007/s11747-007-0015-7>
- Weigelt, K., & Camerer, C. (n.d.). Reputation and Corporate Strategy: A Review of Recent Theory. In *Source: Strategic Management Journal* (Vol. 9, Issue 5).
- Wijaya, C. N., Mustika, M. D., Bulut, S., & Bukhori, B. (2023). The power of e-recruitment and employer branding on Indonesian millennials' intention to apply for a job. *Frontiers in Psychology*, 13.
<https://doi.org/10.3389/fpsyg.2022.1062525>