

THE INFLUENCE OF EMPLOYER ATTRACTIVENESS AND COMPANY REPUTATION ON THE INTENTION OF APPLYING FOR JOBS IN STARTUP COMPANIES IN FINAL LEVEL STUDENTS OF UNIVERSITAS TELKOM



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Abstract

This study aims to determine the effect of employer attractiveness on the intention to apply for work in startup companies and company reputation on the intention to apply students for work in startup companies among Universitas Telkom final-year. This research uses a quantitative approach. The data collection method was carried out by distributing questionnaires to 251 respondents as a sample of the total population of 7622 Universitas Telkom final-year students. The results of this study indicate that employer attractiveness and company reputation each have a positive and significant effect on job application intention. The company reputation variable also has a greater influence than the company reputation variable.

Keywords: Employer Attractiveness, Company Reputation, Intention to Apply, Generation Z, Startup

INTRODUCTION

Digital economic growth in Indonesia is currently recorded as the highest in Southeast Asia because digital infrastructure is improving and Indonesia has the largest proportion of digital transformation (Valevy et al, 2023). Digital transformation in various business sectors can encourage the development of the digital economy in Indonesia to become more rapid (Widianti & Murti, 2022). This is supported by startup companies which are projected to increase every year, making startup companies need more workers. According to Asno & Sary (2023), Companies that have quality employees can become capital so that the company can compete with other similar companies. At the same time, startup companies must also be ready to welcome the arrival of Generation Z or what can also be called digital natives (iGeneration) in the workforce who are considered to be closely interested in technology and information (Puborini & Basid, 2022).

According to Sali (2023) With the entry of Generation Z into the world of work, startup companies need to understand the preferences of this generation after millennials in the workforce so that Generation Z can provide innovation in the workplace. Working in a startup company that involves various innovations with the use of current technology is considered to be following the characteristics of Generation Z as a digitally literate generation or tech-savvy generation (Hidayat, 2021).

The very rapid development of the digital economy makes it necessary Generation Z is increasingly adapt to the digital world (Sary et al., 2023). However, this development is not in line with the need for workers who have competence in the digital industry. Kominfo noted that Indonesia's need for a generation that has digital competence from 2015 to 2030 is estimated to need 9 million people, while Indonesia only creates around 100,000 generations who are competent in the digital industry per year (Setyowati, 2022). Digital competency here refers to a person's knowledge, ability, and behavior to use digital technology to achieve certain goals (Sary et al., 2023).

This phenomenon makes startup companies need the right strategy to increase Generation Z's job application intentions at their companies. According to research conducted by Alpha JWC Ventures, Kearney, and GRIT, it shows that as many as 91% of employees and prospective employees have given up their intention to work in startup

companies because of the lack of opportunities to develop in startup companies (Rahayu & Pratama, 2022). Apart from that, Generation Z's opinion that salaries in startup companies are still relatively low is still a consideration for Generation Z when it comes to working in startup companies, so the companies that are still the choice of Generation Z are fields of work such as BUMN, civil servants or those that can provide definite rewards (Sentika et al., 2020). In addition, the mass layoffs (PHK) that often occur in startup companies reduce the reputation of startup companies in the eyes of the public (Phalevi & Handoyo, 2023).

Based on observations at Universitas Telkom one of the best private universities in Indonesia, at the Telyu Employability Festival Vol.3. The event aims to contribute to the workforce through final year students and as many as 489 students, only 6% of whom showed interest in working in startup companies. Apart from that, according to the results of the 2023 Career, Alumni, and Endowment unit survey of 2105 Universitas Telkom alumni, only 2% chose a career in startup companies.

According to Ekhsan & Fitri (2021), the intention to apply for work is a process where someone becomes interested in looking for work starting with the process of searching for information related to job vacancies. After obtaining this information prospective employees will make a choice and decide to apply for a job at the company they want. Searching for potential job applicants will be easier if they are already interested in the company and have the intention to apply for a job because the intention to apply for a job with a company arises when prospective job applicants already have information about the employer's attractiveness and the company's reputation (Annisa et al., 2022).

Employer attractiveness according to Berthon et al. (2005) in Soeling et al. (2022) is the benefits expected by prospective job applicants in a company by providing a good image. This makes employer attractiveness very dependent on the confidence that prospective job applicants have in the company's image. The stronger the belief that prospective job applicants have in a company, the more potential job applicants will be attracted to that company (Soeling et al., 2022). Therefore, employer attractiveness is important for companies to form a positive image of the company and can increase the interest of prospective employees in the company (Syarifah, 2022). This statement is strengthened by

the research carried out by Mostafa (2022) which says that employer attractiveness has a positive effect on job application intentions.

Another factor in attracting prospective employees to work at a company is the company's reputation (Sujono, 2023). In general, prospective employees will be attracted to companies that already have a good reputation in their opinion (Phalevi & Handoyo, 2023). The reputation that a company has is very important because reputation is a representation or image held by everyone who sees the company, so the company must build and maintain its reputation to get the intention of job seekers to apply for work at their company (Widianti & Murti, 2022). This statement is also in line with research conducted by Evrina & Wulansari (2023) which states that company reputation has a positive and significant influence on job application intentions.

This research aims to determine the influence of employer attractiveness and company reputation in increasing the intention to apply for work at startup companies among final-year students at Universitas Telkom and how they view these three variables as Generation Z.

REVIEW OF LITERATURE

Employer Attractiveness

Berthon et al. (2005) in Mostafa (2022), employer attractiveness can be defined as the benefits expected by prospective job applicants at a company. Employer attractiveness depends on the confidence that prospective job applicants have in the image and knowledge of prospective job applicants in the company (Soeling et al., 2022). Therefore, the ability of employer attractiveness to search for potential job applicants can show the company in the minds of candidates. With strong employer attractiveness, companies can attract many potential job applicants which is a way to attract new talents to the company (Berthon et al., 2005) in (Santiago., 2019).

Good employer attractiveness allows companies to attract quality applicants, reduce operational costs, and direct efforts to acquire new talents who have the potential to improve the company's performance and competitiveness in the job market. For this reason, employer

attractiveness can be measured using 5 dimensions, namely a) Interest Value; b) Social Value; c) Economic Value; d) Development Value; and e) Application Value which forms 25 research instruments (Berthon et al., 2005).

Company Reputation

A company's reputation comes from consistent company performance, strengthened by effective communication, and a company's reputation takes time to develop (Solikhin & Lubis, 2019). According to Yudhistira (2020), company reputation is how prospective job applicants perceive a company over time. When prospective job applicants have a good perception of a company, the company will have more opportunities to get quality job applicants. A bad reputation can have the opposite impact, prospective job applicants will not trust the company, and what the company offers or whatever the company communicates will potentially be rejected.

According to Fombrun et al. (2000), a company's reputation can influence how people inside and outside the company view the values, behavior, promotions, and benefits of a company and company reputation can be measured using six dimensions, namely a) Emotional Appeal; b) Products and Services; c) Vision and Leadership; d) Workplace Environment; e) Financial Performance; f) Social and Environmental Responsibility which forms 20 research instruments.

Job Application Intention

Intention to apply for work is an applicant's thoughts about a company that clearly shows the availability to take further action in applying to a company (Soeling et al., 2022). According to Widiyanti & Murti (2022), the intention to apply for work is a person's action to actively seek information, build relationships, and try to get the opportunity to work at a company.

Intention to apply for work arises from how much a person wants to work in a company by following the job application stage, recruitment process, and receiving a job offer which can mean that a person has been successfully accepted at a company (Puborini & Basid, 2022). According to Highhouse et al. (2003) in Silva & Dias (2022) intention to apply for work can be measured by a) Company Attractiveness; b) Intentions Toward the Company; and c) Company Prestige which forms 15 research instruments.

Conceptual Framework

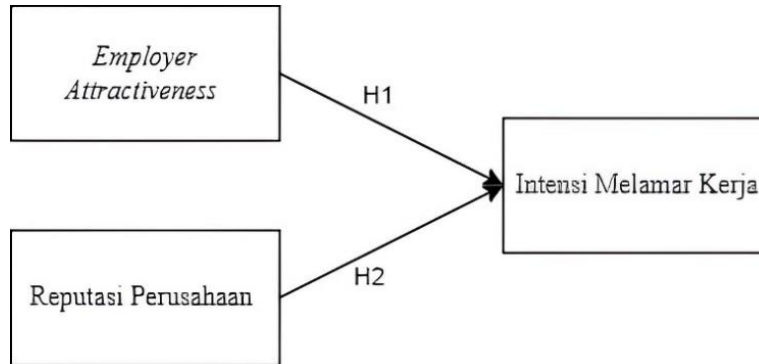


Figure 1

Conceptual Framework

Source: Data Processed, 2024

Hypothesis

H1: Employer attractiveness influences job application intentions.

H2: Company reputation influences job application intentions.

RESEARCH METHOD

This study uses a quantitative approach. According to Creswell (2018), quantitative research is a method used to test theories objectively by identifying relationships between variables that can be measured and can be analyzed using statistical procedures. Based on its objectives, this research is included in descriptive research. According to Sugiyono (2022), descriptive research is a type of research that aims to present information about symptoms, facts, or events systematically and accurately, especially on the characteristics of certain populations. This research is in line with the hypothesis proposed to determine the influence of employer attractiveness and company reputation on job application intentions.

The research was carried out on 285 final-year students at Telkom University using a proportionate stratified random sampling technique. All questionnaires are distributed online. The analysis technique in this research uses the Partial Least Square Structural Equation Model (PLS-SEM). The use of PLS SEM is considered suitable for explanatory

research because PLS SEM can show direct and indirect influences between variables (Hair et al., 2019). In addition, PLS-SEM can handle data that is not normally distributed and complex structural causal models (Hair et al., 2019). More flexible sample measurements are also one of the reasons for using PLS-SEM (Zeng et al., 2021).

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents were 285 final-year students from seven faculties of Universitas Telkom. The characteristics of respondents in this study include gender, age, and faculty. Based on gender, it was dominated by 52% or 148 female respondents and 48% or 137 male respondents. Based on age, this research was dominated by 21-year-old students with a percentage of 59% or 169 students, followed by university students. 22 years old is 20% or as many as 56 students and so on. Based on the faculty of origin, students are dominated by the Faculty of Business Economics and the Faculty of Business Communication at 19% or 53 students from each faculty.

Outer Model Testing

Validity Test

The validity test is used to measure the validity of the questionnaire items used in the research. According to Hair et al (2019) if the loading factor value is greater than 0.7 then it can be said that the indicator is valid. Apart from that, average variance extracted (AVE) is used to explain the variance of the indicators if the AVE value is more than 0.5, which means the construct can explain 50 percent or more of the variance of the indicators that make up the construct (Hair et al., 2019).

Table 1
Validity Test Results

Variable	Loading Factor	AVE	Information
Employer Attractiveness	EA1	0.718	Valid
	EA2	0.704	Valid
	EA3	0.765	Valid
	EA4	0.781	Valid

	EA5	0.707		Valid
	EA6	0.749		Valid
	EA7	0.760		Valid
	EA8	0.795		Valid
	EA9	0.795		Valid
	EA10	0.701		Valid
	EA11	0.814		Valid
	EA12	0.764		Valid
	EA13	0.766		Valid
	EA14	0.783		Valid
	EA15	0.716		Valid
	EA16	0.832		Valid
	EA17	0.786		Valid
	EA18	0.798		Valid
	EA19	0.797		Valid
	EA20	0.705		Valid
	EA21	0.754		Valid
	EA22	0.809		Valid
	EA23	0.787		Valid
	EA24	0.797		Valid
	EA25	0.738		Valid
	RP1	0.808		Valid
	RP2	0.751		Valid
	RP3	0.852		Valid
	RP4	0.826		Valid
	RP5	0.817		Valid
	RP6	0.848		Valid
	RP7	0.837		Valid
	RP8	0.804		Valid
	RP9	0.842		Valid
Company Reputation	RP10	0.876	0.644	Valid
	RP11	0.808		Valid
	RP12	0.742		Valid
	RP13	0.855		Valid
	RP14	0.826		Valid
	RP15	0.802		Valid
	RP16	0.846		Valid
	RP17	0.838		Valid
	RP18	0.789		Valid
	RP19	0.838		Valid
	RP20	0.881		Valid
Job Application Intention	IMK1	0.731	0.681	Valid
	IMK2	0.746		Valid
	IMK3	0.816		Valid

IMK4	0.823	Valid
IMK5	0.836	Valid
IMK6	0.702	Valid
IMK7	0.808	Valid
IMK8	0.857	Valid
IMK9	0.835	Valid
IMK10	0.822	Valid
IMK11	0.834	Valid
IMK12	0.796	Valid
IMK13	0.829	Valid
IMK14	0.810	Valid
IMK15	0.772	Valid

Source: SmartPLS Output, 2024

In the table above, it can be seen that the loading factor values for all measurement items have a validity value of more than 0.7 and an AVE value of more than 0.5, so it can be said that this research has a good validity value.

Reliability Test

The reliability test is measured to assess internal consistency reliability by looking at the composite reliability value. If the value is above 0.7, it means the construct can be said to be reliable.

Table 2
Reliability Test Results

Variable	Cronbach's Alpha	(rho_a)	Composite Reliability	Information
Employer Attractiveness	0.970	0.971	0.973	Reliable
Company Reputation	0.960	0.961	0.964	Reliable
Job Application Intention	0.975	0.976	0.977	Reliable

Source: SmartPLS Output, 2024

Based on the table above, the composite reliability value for all variables is more than 0.7, so it can be said that all variables in this research are reliable.

Inner Model Testing

R Square Test

The R square test was carried out to determine variations in changes in exogenous constructs to endogenous constructs. According to Hair et al (2019), if the R square has a value above 0.75 the influence is strong, 0.50-0.74 the influence is moderate, and below 0.49-0.25 the influence is weak.

Table 3
R Square

Variable	R Square	R Square Adjusted
Job Application Intention	0.673	0.670

Source: SmartPLS Output, 2024

Based on the table above, it shows that the endogenous variable of intention to apply for work has an adjusted R square value of 0.670, so it can be concluded that the structural model in this study is included in the moderate category, which means that the endogenous variable of intention to apply for work is influenced by employer attractiveness and company reputation by 67% and by 33%. % influenced by other variables.

Hypothesis Test

This research only uses direct influence. Hypothesis testing uses SmartPLS version 4 software with the bootstrapping method to determine the path coefficient value, t statistic, p-value, and significance value at the 95% confidence interval. According to Hair et al. (2021), The statistical t-value is above 1.96 and the p-value is below 0.05, meaning that the exogenous variable has a significant influence on the endogenous variable.

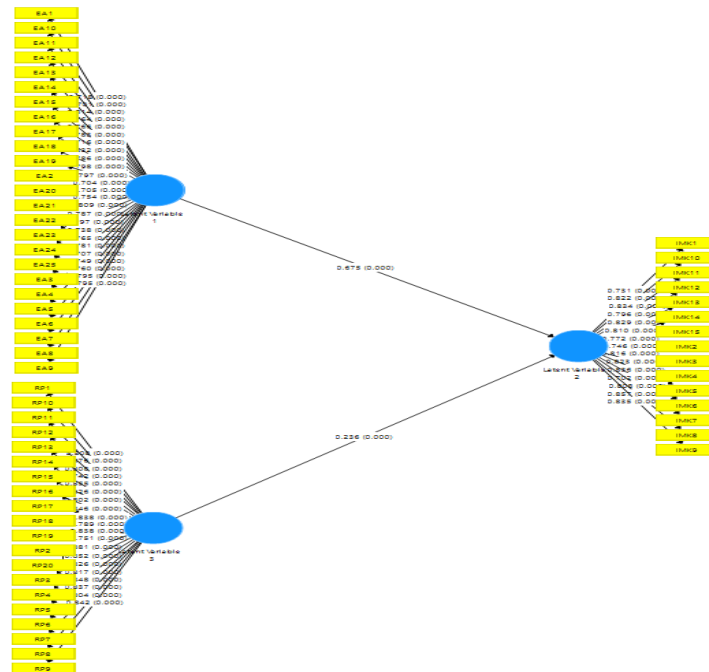


Figure 2
Bootstrapping

Source: Data Processed, 2024

From the model image above you can, it is known that the p-value and t-statistics are as follows:

Table 4
Path Coefficient

	Path Coefficient	Sample Mean	Standard Deviation	T statistics	P values
EA -> IMK	0.675	0.678	0.042	16,195	0,000
RP -> IMK	0.236	0.236	0.044	5,317	0,000

Source: SmarPLS Output, 2024

H1: Employer attractiveness influences job application intentions

After carrying out testing, the results obtained were that the p-value was 0.000, less than 0.05, the t-statistic was 16.195, more than 1.96, and the path coefficient value was 0.675, so it could be concluded that this hypothesis was accepted. So, employer attractiveness can have a positive and significant influence of 0.675 on job application intentions. This

significant result is in line with previous research which states that employer attractiveness positively and significantly influences job application intentions (Alifa & Sarasi, 2023; Eger et al., 2019; Mostafa, 2022; Silva & Dias, 2022; Soeling et al., 2022; Widiarti & Murti, 2022).

Acceptance of this hypothesis can show that if the employer attractiveness of startup companies gets better, then the level of intention to apply for jobs in the heterogeneous generation Z will also be higher. This is because Universitas Telkom students as Generation Z tend to look for jobs that not only provide career development or adequate salaries, but also want to offer other added value such as a comfortable working environment, relaxation facilities for employees, and getting holidays on employees' birthdays. and so forth. If there are more attractive offers to Generation Z according to their preferences, the more attractive the company will be. The results of this research also consider the characteristics of the respondents, where the respondents in this study are dominated by female respondents with an average age of 21 years and come from various faculties who of course have different preferences regarding their attraction to startup companies.

H2: Company reputation influences job application intentions

After carrying out the test, the results obtained were that the p-value was 0.000, less than 0.05, the t-statistic was 5.317, more than 1.96, and the path coefficient value was 0.236, so it could be concluded that this hypothesis was accepted. Thus, employer attractiveness can have a positive and significant influence of 0.236 on job application intentions. This significant result is in line with previous research which states that company reputation positively and significantly influences job application intentions (Annisa et al., 2022; Evrina & Wulansari, 2023; Phalevi & Handoyo, 2023; Prasetyaningtyas et al., 2022; Silva & Dias, 2022; Wirohikmawan & Kustini, 2023).

By accepting this hypothesis, it can be seen that if the startup company's reputation gets better, the level of intention to apply for work in Generation Z will increase will also get higher. Universitas Telkom students as members of Generation Z who are familiar with technology and innovation tend to consider reputation factors as the main determinant in their career decision-making. Based on the different characteristics of respondents and dominated

by female respondents, of course, they want a comfortable environment to work in. This is an important aspect in increasing students' interest in applying for jobs at startup companies. Apart from that, female students also often pay attention to whether companies have policies and initiatives that support women's career development, especially in the technology field which is often considered a male-dominant domain. The presence of female figures in leadership positions can also strengthen the attractiveness of female respondents from Universitas Telkom. Meanwhile, male respondents tend to have a special focus related to technological innovation and product sophistication can be the main key in attracting the attention of male students, especially those who have an interest in more technical or in-depth technological development.

CONCLUSION

Based on the results and discussion, it can be seen that the job application intentions of final-year students at Universitas Telkom can be influenced by employer attractiveness and company reputation by 67% and the rest is influenced by other variables. Apart from that, the variables of employer attractiveness and company reputation can each influence job application intentions.

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