

ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara persepsi *employer branding* dengan minat melamar pekerjaan pada *fresh graduate* yang belum pernah bekerja. Hipotesis yang diajukan dalam penelitian ini adalah terdapat hubungan positif antara persepsi *employer branding* dengan minat melamar pekerjaan pada *fresh graduate* yang belum pernah bekerja. Penelitian ini menggunakan pendekatan kuantitatif dengan metode korelasional. Subjek penelitian berjumlah 105 *fresh graduate* yang belum pernah bekerja dan dipilih menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan menggunakan Skala Persepsi *Employer Branding* dan Skala Minat Melamar Pekerjaan yang disusun oleh peneliti. Analisis data dilakukan menggunakan teknik korelasi Pearson Product Moment dengan bantuan program SPSS. Hasil analisis menunjukkan bahwa terdapat hubungan positif yang sangat kuat dan signifikan antara persepsi *employer branding* dengan minat melamar pekerjaan, dengan nilai koefisien korelasi sebesar $r = 0,928$ dan $p < 0,001$. Hasil tersebut menunjukkan bahwa semakin tinggi persepsi *fresh graduate* terhadap *employer branding* perusahaan, semakin tinggi pula minat mereka untuk melamar pekerjaan. Sebaliknya, semakin rendah persepsi terhadap *employer branding*, semakin rendah pula minat melamar pekerjaan. Hasil analisis koefisien determinasi menunjukkan nilai R^2 sebesar 0,862, yang berarti persepsi *employer branding* memberikan kontribusi sebesar 86,2% terhadap minat melamar pekerjaan, sedangkan 13,8% sisanya dipengaruhi oleh faktor lain di luar penelitian. Dengan demikian, hipotesis penelitian diterima. Penelitian ini menunjukkan bahwa persepsi *employer branding* memiliki hubungan yang sangat kuat dengan minat melamar pekerjaan pada *fresh graduate* yang belum pernah bekerja.

Kata Kunci: Persepsi Employer Branding, Minat Melamar Pekerjaan, Fresh Graduate.

ABSTRACT

This study aimed to determine the relationship between perceived employer branding and job application intention among fresh graduates with no previous work experience. The hypothesis proposed in this study was that there is a positive relationship between perceived employer branding and job application intention among fresh graduates with no previous work experience. This study employed a quantitative approach with a correlational research method. The participants consisted of 105 fresh graduates with no previous work experience, selected using purposive sampling. Data were collected using the Perceived Employer Branding Scale and the Job Application Intention Scale developed by the researcher. Data analysis was conducted using the Pearson Product Moment correlation technique with the assistance of SPSS. The results showed a very strong and significant positive relationship between perceived employer branding and job application intention, with a correlation coefficient of $r = 0.928$ and $p < 0.001$. These results indicate that the higher the fresh graduates' perception of a company's employer branding, the higher their intention to apply for a job. Conversely, the lower their perception of employer branding, the lower their job application intention. The coefficient of determination analysis showed an R^2 value of 0.862, indicating that perceived employer branding contributed 86.2% to job application intention, while the remaining 13.8% was influenced by other factors outside the scope of this study. Thus, the research hypothesis was accepted. This study demonstrates that perceived employer branding has a very strong relationship with job application intention among fresh graduates with no previous work experience.

Keywords: *Perceived Employer Branding, Job Application Intention, Fresh Graduates.*