

The Influence of Employer Branding and Social Media on Generation Z's Job Application Intentions with The Mediating Role of Company Reputation

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ABSTRACT

With the development of the era and the acceleration of globalization from various aspects, companies need to have a workforce that can manage and is ready to face changes that can affect the company. Generation Z is the focus of the study because they have different views on finding a job, namely prioritizing stability in work, benefits, and high starting salaries (survey by the Handshake career site, 2022). The population in this study was 259 respondents, and 157 samples were taken using the Slovin formula. The data sources utilized include both primary and secondary data. Data collection was conducted through a questionnaire using Google Forms. Data analysis was performed using PLS-SEM with the SmartPLS 4 software. The study results indicate that employer branding and social media positively and significantly impact a company's reputation. Employer branding positively and significantly influences job application intentions. Social media has a negative and insignificant effect on job application intentions. A company's reputation's favorable and notable influence extends to job application intentions. Employer branding and social media positively and significantly affect job application intentions, with the company's reputation as a mediator.

Keywords: Employer Branding; Social Media; Company Reputation; Job Application Intentions

I. INTRODUCTION

With the development of the era and the acceleration of globalization from various aspects, companies need to have a workforce that can manage and be ready to face changes that can affect the company. The workforce is the main component in the company's activities to achieve its goals (Prasetio et al., 2019). In today's fiercely competitive marketplace, a company's success depends on its products and services excellence and capability to attract and retain talented employees. Therefore, entrepreneurs must develop employer branding to attract prospective employees who can provide advantages for the company compared to other businesses. Employer branding involves a company's efforts to shape and sustain a positive image as an employer to attract and retain employees (Christiaans, 2012). Employer branding aims to build a positive reputation among job seekers (Tikson et al., 2018).

The company's reputation results from stakeholder evaluations of the organization based on a series of attributes assessed over time (Gotsi & Wilson, 2001). A company's reputation is significant because it reflects the public's image. Therefore, companies must actively build and maintain their reputation to attract job seekers to apply to their companies. A good reputation can increase company profits, such as attracting job seekers to job vacancies (Fombrun et al., 2000). Besides being linked to the company's reputation, job seekers' initial decisions can also be influenced by how social

media is used in decision-making. This reflects that involvement and perceptions of an organization or company can be influenced by information and interactions found through social media platforms (Dijkmans et al., 2015).

Social media comprises a range of Internet-based platforms allowing users to engage in online interactions or generate content (Dewing, 2012). Since Generation Z came of age in a period of advanced technological development, they tend to utilize social media extensively to acquire more comprehensive insights into their preferred workplaces Annisa et al (2022). Hence, individuals seeking employment can employ social media to access diverse information about the company, work culture, and employee experience. So that this information can influence and shape their intentions in applying for a job because they can make decisions that follow their expectations regarding their desired career and work environment (Stone et al., 2019). Job application intentions refer to the profound considerations of job seekers regarding a company, motivating them to pursue employment opportunities within that organization (Highhouse et al., 2003). The process of job application intentions includes several stages. The first is to select and consider the desired position, then search for information through sources related to company recruitment, and finally, determine job choices (Permadi & Netra, 2015).

Generation Z is the focus of this study because, since birth, they have been familiar with the internet and actively use it in various activities, making them the main subjects of this study. Generation Z consists of those born from 1997 to 2012, and this generation is the largest internet user. Generation Z's views on job searches differ from those of previous generations. Unlike previous generations, they do not place a hefty salary as a top priority.

The study was conducted at Maulana Malik Ibrahim Malang State Islamic University, involving participants from the Faculty of Economics majoring in Management. UIN Malang students are part of Generation Z, so this study was conducted on UIN Malang students. Final semester Management students were chosen as research subjects because they will soon enter the working world and better understand management principles, making them more versatile in entering any company. Management students play a crucial role in the success of any organization, as they possess the necessary skills and knowledge to effectively pursue strategic business objectives (Litvinova, 2023).

Based on differences found in previous research, it is necessary to conduct further research on related topics. Nevertheless, this research diverges by examining additional variables relevant to job application intentions, specifically, the utilization of social media and its effect on company reputation, as suggested by Silva & Dias (2022), and using a sample of Generation Z. This refers specifically to final semester management students, namely semesters 7 and 8. Hence, scholars are inclined to explore and delve deeper into "The Influence of Employer Branding and Social Media on Generation Z Job Application Intentions with the Mediating Role of Company Reputation (A Study on Management Students of the State Islamic University of Maulana Malik Ibrahim Malang)."

II. THEORETICAL REVIEW

Employer Branding

A brand is a distinguishing identity and an essential attribute of a product. This brand facilitates product search, organizes inventory records, provides legal protection, demonstrates quality, secures competitive advantage, and creates barriers for competitors (Sitorus et al., 2022). Fortunisa (2019) recognized employer branding as associated with attraction, engagement, and retention efforts to bolster the company's brand. Employer branding is a strategic approach to managing employee and job-seeker perceptions of a company (Buttenberg, 2012). A powerful employer brand can improve the company's

reputation, leading to advantages such as higher productivity and greater employee contentment (Jain & Pal, 2012). This branding strategy for employers is pivotal for both attracting and retaining talent, serving as a potential source of competitive edge (Vincent & Kanthimathi, 2017). According to Setiawan & Marginingsih (2021), indicators of employer branding include a) social value, b) economic value, c) implementation value, d) importance value, and e) development value.

Social Media

According to Sugito et al (2022), social media is a medium that can be used for online activities via the Internet without being limited by space and time. Kaplan (2015) describes social media as an online platform rooted in the principles and technology of Web 2.0, facilitating content sharing among users. Social media has unique characteristics that distinguish it from other media, namely its potential to allow users to communicate with various parties (Jensen, 2015). The indicators of social media, according to Collins & Stevens (2002), include a) publicity, b) sponsorship activities, c) word-of-mouth endorsements, and d) advertising.

Company Reputation

Corporate reputation can be defined as the public's perception of a specific company based on individual's personal experiences and information obtained from others, such as through social media, print media, or word of mouth (Solikhin & Lubis, 2019). Gotsi & Wilson (2001) state that corporate reputation results from stakeholders' evaluation of a company considering various organizational characteristics that have developed over time. Corporate reputation is a valuable asset for companies as it impacts their ability to implement strategies, remain competitive, and create value for stakeholders (Krstić et al., 2021). Furthermore, corporate reputation is a significant factor in an organization's success (Beheshtifar & Korouki, 2013). According to Fombrun et al (2000), indicators of corporate reputation include a) products and services offered, b) company vision and leadership, c) workplace environmental conditions, d) company financial performance, and e) corporate social responsibility.

Job Application Intention

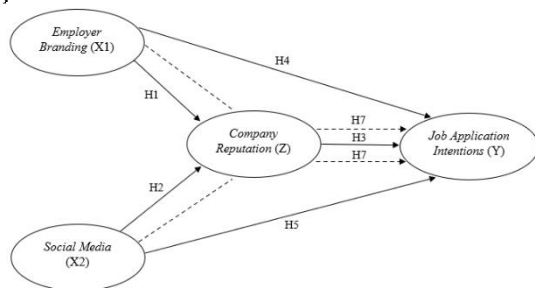
Permadi & Netra (2015) defines job application interest as the progression of intent towards securing employment, beginning with seeking job information and culminating in applying to a chosen company. Job application intention is an individual's desire for a job, shown by an effort to decide to get the desired job.

Highhouse et al (2003) asserted that job application intentions represent a job seeker's profound considerations regarding a company or organization, as they prompt to proceed with the next step, namely applying to a specific company. The indicators of job application intentions, according to Permadi & Netra (2015), include a) needing a job, b) searching for job information, c) determining job choices, and d) decision-making.

III. RESEARCH METHODS

This research adopts a quantitative methodology with an explanatory approach. Sahir (2021) defines quantitative research as using statistical techniques to examine data and produce numerical conclusions and numbers to measure research variables. Data was gathered by distributing a questionnaire in Google Forms, employing a research tool that utilized a Likert scale. Data analysis was performed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via the smartPLS 4 software application.

Conceptual Framework



Source: Data processed by researchers, 2024
Figure 1: Conceptual Framework

Hypothesis

From the articulation of the research problem, the following hypotheses have been formulated for the study:

- H1 Employer branding is suspected of influencing the company's reputation
- H2 Social media is suspected of influencing the company's reputation
- H3 Employer branding is suspected of influencing job application intentions
- H4 Social media is suspected of influencing the company's reputation
- H5 Company reputation is suspected of influencing job application intentions
- H6 Employer branding is suspected of influencing job application intentions with the company's reputation as a mediator
- H7 Social media is suspected of influencing job application intentions with the company's reputation as a mediator

Population and Sample

The study's population comprised 259 final-year students (in semesters 7 and 8) enrolled in the management study program at UIN Maulana Malik Ibrahim Malang. Due to the known population size, a sample of 157 respondents was selected using the Slovin formula. This study used the final semester, namely semesters 7 and 8 because they are the ones who will enter the world of work and have a better understanding of management principles. Hence, management students are more general (general) and can join any company. Management students hold a significant position in the prosperity of any organization because they have been equipped with the skills and knowledge needed to drive strategic business goals. In addition, management study program students have references to work in a company because management study program students have done fieldwork practices (PKL) in various companies such as banking, manufacturing, and services. Final semester students (semesters 7 and 8) are included in Generation Z.

Data Types and Sources

The data source was obtained from a questionnaire, which was filled in using the data distributed to respondents in a Google form. This study uses an explanatory approach with a quantitative research type. Secondary data comes from online publications and previous research that discusses relevant topics.

Data Collection Technique and Analysis

A Google Form questionnaire was employed in this study to gather data. Respondents are given textual questions or comments to complete on the questionnaire (Sugiyono, 2017).

Sugiyono (2017) states that a research instrument is a tool or test used to gather information to support the study's success. A closed questionnaire was the instrument or technique employed in this investigation. A Likert scale was used to measure the study's variables. Respondents were asked to describe their thoughts by selecting one of five options: 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree.

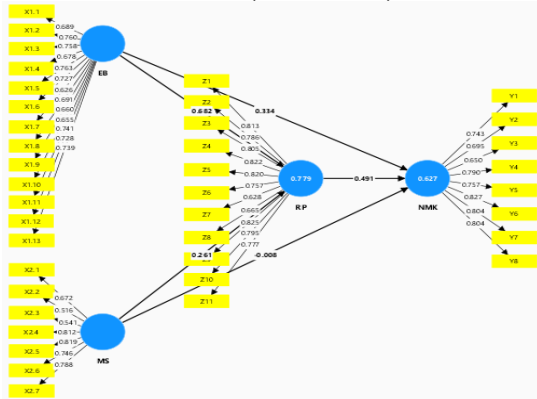
The analysis technique chosen to analyze data and test hypotheses in this study is PLS-SEM using smartPLS 4. In PLS, model evaluation is done by assessing the outer and inner models and hypothesis testing.

IV RESEARCH RESULTS AND DISCUSSION

Outer Model

1. Convergent Validity

Convergent validity is employed to evaluate the validity of individual statement items. Outer loading above 0.5 and AVE > 0.5 are considered valid (Chin, 2009)



Source: SmartPLS4 output results, 2024
Figure 2: Outer Model Analysis Results

The illustration depicts the construction of relationships between latent variables outlined in the previously discussed conceptual framework. Table 1 elaborates on the outcomes of the outer loading examination.

Table 1. Outer Loading

Items	Employer Branding (X1)	Social Media (X2)	Company Reputation (Z)	Job Application Intentions (Y)	Conclusion
X1.1	0.689				Valid
X1.2	0.760				Valid
X1.3	0.758				Valid
X1.4	0.678				Valid
X1.5	0.763				Valid
X1.6	0.727				Valid
X1.7	0.626				Valid
X1.8	0.691				Valid
X1.9	0.660				Valid
X1.10	0.655				Valid
X1.11	0.741				Valid
X1.12	0.728				Valid
X1.13	0.739				Valid
X2.1		0.672			Valid
X2.2		0.516			Valid
X2.3		0.541			Valid
X2.4		0.812			Valid
X2.5		0.819			Valid
X2.6		0.746			Valid
X2.7		0.788			Valid
Z1			0.813		Valid
Z2			0.786		Valid
Z3			0.805		Valid
Z4			0.822		Valid
Z5			0.820		Valid
Z6			0.757		Valid
Z7			0.628		Valid
Z8			0.665		Valid
Z9			0.825		Valid
Z10			0.795		Valid
Z11			0.727		Valid
Y1				0.743	Valid
Y2				0.695	Valid
Y3				0.650	Valid
Y4				0.790	Valid
Y5				0.757	Valid
Y6				0.827	Valid
Y7				0.804	Valid
Y8				0.804	Valid

Source: SmartPLS4 output results, 2024

According to the outcomes of the outer loading examination, it is evident that each item within the variables possesses a value exceeding 0.5. Thus, it can be affirmed that every item within this study's variables is valid.

2. Discriminant Validity

Discriminant validity is evaluated through cross-loading outcomes, where statement items within the respective variable should exhibit higher values than items from other variables.

Table 2. Cross Loading

Items	Employer Branding (X1)	Social Media (X2)	Company Reputation (Z)	Job Application Intentions (Y)	Conclusion
X1.1	0.689	0.486	0.612	0.512	Valid
X1.2	0.760	0.546	0.648	0.594	Valid
X1.3	0.758	0.512	0.632	0.579	Valid
X1.4	0.678	0.460	0.596	0.452	Valid
X1.5	0.763	0.527	0.612	0.529	Valid
X1.6	0.727	0.487	0.606	0.526	Valid
X1.7	0.626	0.484	0.496	0.405	Valid
X1.8	0.691	0.541	0.614	0.479	Valid
X1.9	0.660	0.294	0.539	0.476	Valid
X1.10	0.655	0.429	0.560	0.515	Valid
X1.11	0.741	0.434	0.651	0.643	Valid
X1.12	0.728	0.575	0.654	0.635	Valid
X1.13	0.739	0.547	0.705	0.524	Valid
X2.1	0.599	0.672	0.594	0.474	Valid
X2.2	0.252	0.516	0.272	0.193	Valid
X2.3	0.283	0.541	0.316	0.259	Valid
X2.4	0.591	0.812	0.634	0.556	Valid
X2.5	0.532	0.819	0.594	0.460	Valid
X2.6	0.457	0.746	0.470	0.347	Valid
X2.7	0.544	0.788	0.582	0.442	Valid
Z1	0.664	0.617	0.813	0.605	Valid
Z2	0.643	0.491	0.786	0.564	Valid
Z3	0.685	0.578	0.805	0.647	Valid
Z4	0.715	0.599	0.822	0.672	Valid
Z5	0.708	0.593	0.820	0.655	Valid
Z6	0.691	0.521	0.757	0.619	Valid
Z7	0.577	0.478	0.628	0.452	Valid
Z8	0.549	0.575	0.665	0.499	Valid
Z9	0.728	0.608	0.825	0.650	Valid
Z10	0.660	0.594	0.795	0.591	Valid
Z11	0.699	0.548	0.727	0.597	Valid
Y1	0.588	0.454	0.569	0.743	Valid
Y2	0.485	0.395	0.544	0.695	Valid
Y3	0.441	0.359	0.515	0.650	Valid
Y4	0.572	0.450	0.584	0.790	Valid
Y5	0.538	0.416	0.515	0.757	Valid
Y6	0.638	0.414	0.599	0.827	Valid
Y7	0.616	0.485	0.635	0.804	Valid
Y8	0.661	0.541	0.714	0.804	Valid

Source: SmartPLS4 output results, 2024

Table 2 shows that each item of the relevant variable statement has a higher cross-loading value than the items of other variable statements; therefore, it can be declared valid.

3. Composite Reliability

Composite reliability is used to assess each variable's reliability. A variable is declared reliable if composite reliability > 0.6 and Cronbach's alpha > 0.6.

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Conclusion
Employer Branding (X1)	0.918	0.920	0.929	Reliable
Social Media (X2)	0.835	0.862	0.873	Reliable
Company Reputation (Z)	0.932	0.936	0.942	Reliable
Job Application Intentions (Y)	0.895	0.901	0.916	Reliable

Source: SmartPLS4 output results, 2024

The table illustrates that every variable has a Cronbach's alpha and composite reliability above 0.6, indicating its reliability.

Inner Model

The inner model explains the cause-and-effect relationship between latent variables, which are constructs that cannot be measured directly but are measured through observable indicators or variables.

Table 4. Inner Model

Variable	R-Square	R-Square adjusted
Company Reputation (Z)	0.779	0.776
Job Application Intentions (Y)	0.627	0.620

Source: SmartPLS4 output results, 2024

The R-Square value for the company reputation variable indicates 0.779, and for the intention to apply for a job, it is 0.627. This suggests that employer branding and social media variables influence 78% of the company's reputation. Furthermore, employer branding, social media presence, and company reputation collectively contribute to 63% of the influence on job application intentions.

Hypothesis Testing

The formulated hypothesis was tested using a hypothesis test. This study used bootstrapping with SmartPLS.4. Here are the results:

1. Direct Effect

Table 5. Direct Effect

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Employer Branding (X1) => Company Reputation (Z)	0.682	0.676	0.057	11.987	0.000
Social Media (X2) => Company Reputation (Z)	0.261	0.265	0.062	4.232	0.000
Employer Branding (X1) => Job Application Intentions (Y)	0.334	0.338	0.096	3.466	0.001
Social Media (X2) => Job Application Intentions (Y)	-0.008	-0.003	0.077	0.102	0.919
Company Reputation (Z) => Job Application Intentions (Y)	0.491	0.480	0.092	5.330	0.000

Source: SmartPLS4 output results, 2024

According to Table 5, it is evident that both employer branding and social media exhibit a p-value of 0.000 < 0.5, indicating a significant impact on company reputation. Additionally, the employer branding variable demonstrates a p-value of 0.001 < 0.5, signifying a significant influence on job application intentions. Nevertheless, the social media variable exhibits a p-value of 0.919, which exceeds the threshold of 0.5, suggesting an absence of significant influence on job application intentions. Conversely, the company reputation variable demonstrates a p-value of 0.000, falling below 0.5, emphasizing its significant impact on job application intentions.

2. Indirect Effect

Table 6. Indirect Effect

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values
Employer Branding (X1) => Company Reputation (Z) => Job Application Intentions (Y)	0.335	0.325	0.070	4.768	0.000
Social Media (X2) => Company Reputation (Z) => Job Application Intentions (Y)	0.128	0.127	0.038	3.346	0.001

Source: SmartPLS4 output results, 2024

It can be seen from Table 6 that employer branding on job application intentions through company reputation as a mediator has a p-value of 0.00 < 0.5, so employer branding can be stated to have a significant influence on job application

intentions through company reputation. The social media variable on job application intentions through company reputation has a p-value of $0.001 < 0.5$, meaning that social media significantly influences job application intentions through company reputation.

DISCUSSION

The influence of employer branding on company reputation

Based on examining the employer branding variable's impact on company reputation, the path coefficient value was 0.682, with a t-statistic value of $11.987 > 1.96$ and a p-value of $0.000 < 0.5$, thereby confirming the acceptance of hypothesis 1. Consequently, it can be concluded that employer branding significantly and positively influences a company's reputation. This study underscores the correlation between employer branding and company reputation, indicating that organizations with robust employer branding tend to possess higher reputation levels. This study's results follow the results of interviews conducted with several students. They stated that companies that have unique and good employer branding strategies tend to be perceived more positively and have their appeal. The findings suggest that enhancing employer branding initiatives within a company leads to an associated increase in its reputation. This study is further corroborated by the findings of researchers Khan (2024), Silva & Dias (2022), Setiawan & Marginingsih (2021), who similarly emphasize the substantial impact of employer branding on a company's reputation. The research results of Verčič (2018) also show that organizations with strong employer branding have a higher reputation.

The influence of social media on company reputation

The analysis of the impact of social media variables on corporate reputation shows a path coefficient value of 0.261, a t-statistic value of $4.232 > 1.96$, and a p-value of $0.000 < 0.5$. Thus, it can be concluded that social media positively and significantly impacts corporate reputation. The research findings show that as the use of social media by organizations increases, corporate reputation tends to increase. This is very relevant to Generation Z, the first generation to grow up in the digital era and relies heavily on social media to obtain information and form perceptions. Generation Z actively uses

social media and trusts and relies on these platforms to understand and evaluate corporate reputation. Therefore, organizations that effectively use social media can communicate directly with Generation Z, build stronger relationships, increase loyalty, and improve the company's image. Authentic and responsive interactions on social media allow companies to meet the expectations of Generation Z, who value transparency and quick responses, thus playing an important role in improving organizational reputation in this digital era. These results are in line with previous studies by Ruslim et al (2021), Dijkmans et al (2015), and Vollenbroek (2014), which also found a significant positive impact of social media use on corporate reputation, where the company's online activities, especially on social media, can increase consumer engagement and corporate reputation.

The Influence of Employer Branding on Job Application Intentions

The analysis of the influence of employer branding variables on job application intentions produced a path coefficient value of 0.334, a t-statistic value of 3.466, exceeding the critical value of 1.96, and a p-value of 0.001, below the significance threshold of 0.5. Therefore, it can be concluded that employer branding positively and significantly impacts job application intentions. The findings of this study imply that if a company effectively manages employer branding, it can attract students and build strong relationships with potential employees by promoting an inclusive, flexible, and transparent work culture. This ultimately increases the company's attractiveness as an ideal workplace for Generation Z students, encouraging them to apply and join the organization. This study is supported by previous researchers, namely Khan (2024), Alifa & Sarasi (2023), and Erlinda & Safitri (2020), who stated that employer branding has a positive and significant effect on job application intentions. Kalińska-Kula (2021) also found that if a company succeeds in building positive employer branding, this can increase the attractiveness of the workplace for prospective employees and create positive magnetism that can encourage someone to want to be part of the organization.

The influence of social media on job

application intentions

Based on examining the direct influence of social media variables on job application intentions, the path coefficients were -0.008 , with a p -value of $0.919 > 0.5$ and a t -statistic value of $0.102 < 1.96$. Hence, it can be deduced that social media lacks a significant effect and even negatively impacts job application intentions. Consequently, this study substantiates that social media fails to influence students' intentions to apply for jobs. The findings indicate that social media does not directly stimulate or motivate students to seek employment opportunities within a company. Research conducted by Nugroho and Liswandi (2018) also concluded that social media fails to significantly affect job application intentions, suggesting that it does not sway individuals' thoughts or desires to pursue employment opportunities. However, the findings of Hanu et al (2021) and Kurniawan & Prameka (2022) state that social media influences job application intentions. So, information or interactions found through social media can influence a person's thoughts or desires to find a job and take concrete steps in applying to a company or organization.

The influence of company reputation on job application intentions

The test results regarding the impact of corporate reputation on job application interest show a path coefficient value of 0.491 , a t -statistic value of $5.330 > 1.96$, and a p -value of $0.000 < 0.5$. These findings indicate that corporate reputation can significantly influence students' interest in applying for jobs. This study shows that a good corporate reputation is correlated with increased student interest in applying for jobs at the company. For Generation Z students in the early stages of their careers, corporate reputation plays a key role in their career decisions. Students from this generation tend to apply to companies they consider to have a positive reputation, including a good work culture, public trust, and a commitment to social responsibility. A good reputation gives them confidence that the company will provide a work environment that supports career growth, work-life balance, and high job satisfaction. Thus, companies that build and maintain a good reputation can attract Generation Z students to apply and become part of their organization more effectively. The findings of this study are supported by

previous researchers such as (Alniacik et al., 2012 Saini et al., 2014 Setiawan & Marginingsih, 2021), who also found that corporate reputation has a significant and positive impact on job application interest, thus increasing the credibility of this study. Companies with a good reputation tend to attract greater interest from job seekers. This reputation includes fairness, transparency, social responsibility, and compliance with Sharia principles, thus fostering a positive perception of the company among stakeholders and the community (Arshad et al., 2012).

The influence of employer branding on job application intentions through company reputation

Based on the test of the indirect influence of the employer branding variable on the intention to apply for a job through the company's reputation, the path coefficient value is 0.335 with a t -statistic value of $4.768 > 1.96$ and a p -value of $0.000 < 0.5$. Thus, it can be concluded that organizational branding positively and substantially affects the intention to apply for a job mediated by the company's reputation. Thus, this study shows that when a company has strong employer branding, its reputation increases, increasing the intention. Therefore, companies with high employer branding not only succeed in building a good reputation but also attract the attention of Generation Z students. The reputation enhanced by effective employer branding makes the company more attractive to them because this generation tends to look for a workplace that is in line with their aspirations and values. This ultimately drives their intention to apply for a company that meets their expectations about the ideal work environment. The findings of this study are in line with the research of Purborini & Basid (2022), Silva & Dias (2022), and Setiawan & Marginingsih (2021), who also show that employer branding has a significant effect on job application intentions through the mediation of corporate reputation. However, different research results were conducted by Alifa & Sarasi (2023), which stated that employer branding has a negative and insignificant effect on job application intentions with corporate reputation as a mediator.

The influence of social media on job application intentions through company

reputation

Based on the test of the indirect influence of social media variables on job application interest through company reputation, the path coefficient value is 0.128, the t-statistic value is $3.346 > 1.96$, and the p-value is $0.001 < 0.5$. So, it can be stated that social media positively and significantly affects job application interest, with the company's reputation as the mediator. This finding identifies that the more active a company is in utilizing social media, the more the company's reputation tends to increase. Hence, students' interest in applying for jobs at the company also increases. For Generation Z students, social media is the main tool for obtaining information and evaluating companies. Companies that communicate transparently and attractively through social media can build a good reputation, which greatly influences the decisions of Generation Z students when choosing a workplace. Because they tend to look for active and transparent organizations on social media, increasing their reputation through social media makes the company more attractive as a potential employer. Thus, companies that utilize social media effectively build a solid reputation and increase their attractiveness to students looking for career opportunities. The findings of this study support the view of Ekhsan & Fitri (2021), who stated that a strong company reputation fosters job seekers' desire to apply for positions at the company. Social media platforms such as Facebook, LinkedIn, and Twitter allow job seekers to easily access information about a company's reputation, culture, and values. Content published by the company, employee reviews, and interactions between the company and online audiences also play an important role in shaping job seekers' perceptions of an organization as a desirable workplace (Saharani et al., 2022). A company's positive reputation spread through social media can arouse a person's desire to join the company and strengthen their intention to apply for a job.

V. CONCLUSIONS

This study aims to determine the effect of employer branding and social media on the job application intentions of Generation Z, with the company's reputation as a mediator. The conclusions drawn from this study are as follows: 1) Employer branding has a positive and significant effect on company reputation.

This indicates that organizations with strong employer branding will have a higher reputation. 2) Social media positively and significantly affects a company's reputation. This means that the higher the use of social media by an organization, the higher the level of company reputation will be. 3) Employer branding positively and significantly affects job application intentions. Thus, if employer branding is managed well, students' intention to apply for jobs at the company will also increase. 4) Social media has a negative and insignificant effect on job application intentions. This shows that social media does not directly impact encouraging or motivating students for job application intentions. 5) Company reputation positively and significantly affects job application intentions. This indicates that if the company's reputation owned by a company is higher, it will increase students' intentions to apply for jobs. 6) Employer branding positively and significantly affects job application intentions with the company's reputation as a mediator. Suppose a company succeeds in building positive employer branding. In that case, it can increase the workplace attractiveness for prospective employees. It can create positive magnetism and encourage job seekers to want to be part of the organization. 7) Social media positively and significantly influences job application intentions with the company's reputation as a mediator. This shows that if a company's use of social media is high, the company's reputation will increase, so the intention to apply for a job for students at the company will also increase.

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