

THE INFLUENCE OF EMPLOYER BRANDING, WORK EXPECTATIONS, AND CORPORATE REPUTATION ON INTENTION TO APPLY FOR A JOB AMONG FINAL-YEAR MANAGEMENT STUDENTS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH

Shadaqta Amalia¹, Khairawati*², A Hadi Arifin³, Sullaida⁴

¹Universitas Malikussaleh, Indonesia

²Universitas Malikussaleh, Indonesia

³Universitas Malikussaleh, Indonesia

⁴Universitas Malikussaleh, Indonesia

E-mail: shadaqta.220410212@mhs.unimal.ac.id^{1*}, khairawati@unimal.ac.id², ahadiarifin@unimal.ac.id³,
sullaida@unimal.ac.id⁴

Corresponding Author: khairawati@unimal.ac.id

Received: 20/07/2026 | Revised: 28/07/2026 | Accepted: 13/08/2026 | Published: 18/08/2026

Abstract

The purpose of this study is to analyze the influence of employer branding, work expectations, and corporate reputation on Intention to Apply for a Job among final-year students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. The study was conducted on final-year students in the 2022 intake of the Management Study Program, Faculty of Economics and Business, Malikussaleh University. The research method used a quantitative approach, distributing questionnaires to 175 final-year student respondents. Data analysis was performed using the Partial Least Squares (PLS) method with the assistance of the SmartPLS application. The results showed that employer branding had a positive and significant effect on Intention to Apply for a Job, work expectations had a positive and significant effect on job application intentions, and corporate reputation had a positive and significant effect on Intention to Apply for a Job. These findings indicate that employer branding, work expectations, and corporate reputation are important factors that can encourage increased Intention to Apply for a Job, particularly in the decision-making process of applying to a company.

Keywords: Employer Branding, Work Expectation, Corporate Reputation, Intention to Apply for a Job.

INTRODUCTION

Amidst increasingly fierce business competition, companies must adapt to a changing environment and possess advantages that are difficult to replicate. A key factor in this is the effective management of high-quality human resources. Human resources serve as a vital asset, playing a crucial role in enhancing performance, driving innovation, and maintaining corporate competitiveness. The need for quality human resources is becoming increasingly critical given the large youth population in Indonesia. Data from BPS (2025) indicates that 27.9% of Indonesia's population belongs to the younger generation. This demographic includes Generation Z-those born between 1997 and 2012-who are known for growing up alongside the evolution of digital technology.

The entry of Generation Z into the workforce has driven a shift in mindsets among both companies and job seekers; this generation demands a more flexible work environment, a positive organizational culture, and support for mental well-being (Wannda and Ervina, 2023). Consequently, companies need to understand the factors Gen Z considers when choosing a job. To secure competent human resources, organizations must implement a recruitment process as the initial step in attracting candidates who meet their needs (Soeling et al., 2022). Recruitment information received by prospective applicants can foster interest that evolves into an intention to apply for the job (Annisa et al., 2022). Job Application Intention can be gauged through several indicators: willingness to accept a job offer, regarding the company as a top choice, readiness to undergo the selection process, efforts made to join the

THE INFLUENCE OF EMPLOYER BRANDING, WORK EXPECTATIONS, AND CORPORATE REPUTATION ON INTENTION TO APPLY FOR A JOB AMONG FINAL-YEAR MANAGEMENT STUDENTS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH

Shadaqta Amalia et al

organization, and willingness to recommend the company to others (Rizky et al., 2023). These indicators reflect the extent to which a student's interest in a company has evolved into readiness and concrete action within the job-seeking process. Generation Z also exhibits diverse tendencies regarding job choices. Some are drawn to the technology sector, viewing it as aligned with their interests and characteristics, while others prefer large organizations, such as state-owned enterprises (BUMN) perceived to offer stability and promising career prospects. These varying preferences demonstrate that Intention to Apply for a Job is influenced by a range of considerations that warrant further examination (Purborini & Basid, 2022).

Variations in the preferences of prospective applicants indicate that the intention to apply for a job is influenced by various factors, one of which is employer branding. Employer branding refers to a company's efforts to cultivate an image as an attractive workplace by highlighting aspects such as the work environment, safety, compensation, development opportunities, and work-life balance (Singh & Misra, 2021). For Generation Z, this image serves as a key factor when assessing how well a company aligns with their expectations. Preliminary observations suggest that final-year students tend to be drawn to companies that offer a positive, supportive work environment and provide development opportunities through training, mentoring, and clear career paths. Information gathered from social media, employee reviews, and their immediate surroundings helps shape these perceptions. These findings demonstrate that employer branding can enhance interest and foster an intention among students to apply for jobs. This is supported by Safitri (2020), who found that employer branding has a positive and significant impact on the intention to apply for a job.

Work expectations are a factor that can influence an individual's intention to apply for a job. Before entering the workforce, individuals hold specific expectations regarding employment—such as compensation, career development opportunities, flexibility, and the work environment. These expectations serve as a basis for determining whether a job aligns with personal needs and goals (Rani, 2023). For Generation Z, the alignment between the job and their expectations is increasingly important, as they tend to consider financial aspects alongside opportunities for personal growth and work-life balance. Consequently, a company's strong reputation may not be sufficiently attractive if the job on offer fails to meet the prospective applicant's expectations. This aligns with findings by (Wannda dan Ervina, 2023), which indicate that Generation Z tends to prioritize the alignment of a job with their expectations. Furthermore, (L. K. Astuti et al., 2025) found that factors such as salary and career development contribute positively to the intention to apply for a job.

Corporate reputation is a factor that can influence an individual's intention to apply for a job. Reputation reflects stakeholders' assessments of a company's performance, credibility, character, and responsibility—assessments shaped by past experiences and future expectations (Raithel, 2024). Companies with strong reputations tend to be more trusted and viewed as stable workplaces with promising prospects, thereby increasing their appeal to prospective applicants (Nuortimo et al., 2024). This phenomenon is supported by empirical evidence showing that the younger generation—particularly Gen Z—places significant weight on corporate reputation when making career choices. Approximately 70% of over 1,000 Gen Z university students prioritize corporate reputation when job hunting, with nearly all respondents stating that a company's reputation is highly important to them (Business Insider, 2023). This view is corroborated by research from Verawati et al. (2025), which identifies a positive and significant influence of corporate reputation on the intention to apply for a job.

Data from the 2024 Universitas Malikussaleh tracer study indicates that graduates require an average of three to four months to secure their first job. The Head of the university's Career and Alumni Center (UPT BKK) explained that the decline in graduate employability is driven by two primary factors: internal and external. Internal factors relate to the individuals' own interests and skills, while external factors involve changing work environment conditions that have forced many of the university's partner companies to reduce job opportunities for graduates.

Previous research findings reveal inconsistencies regarding the influence of employer branding, work expectations, and corporate reputation on the intention to apply for a job. Ekhsan & Fitri (2021) found that employer branding had a positive but insignificant effect; Chairunnisa et al. (2026) showed that work expectations had no direct effect; and Astuti (2024) found that corporate reputation had no significant effect. These divergent results indicate a research gap that warrants further investigation using a different research subject. Based on this background, the researcher is interested in conducting a study titled “The Influence of Employer Branding, Work Expectations, and Corporate Reputation on Intention to Apply for a Job among Final-Year Management Students at the Faculty of Economics and Business, Universitas Malikussaleh.”

LITERATURE REVIEW

Employer branding is a corporate strategy designed to build an image as an attractive workplace by communicating the organization's values, culture, and the various benefits offered to both current employees and prospective applicants. This strategy aims to enhance the company's appeal, shape positive perceptions, and support efforts to attract and retain high-quality talent (Junça Silva & Dias, 2022). Employer branding also serves as a communication tool that distinguishes the company from competitors by highlighting the work environment, career development opportunities, and valuable work experiences (Yameen et al., 2025). Previous research indicates that employer branding plays a crucial role in increasing interest and the intention to apply for jobs, particularly among Generation Z, who are increasingly selective when choosing an organization to work for (Erlinda & Safitri, 2020).

Work expectations refer to an individual's desired job characteristics-such as compensation, career development opportunities, the work environment, flexibility, and work-life balance. These expectations serve as a basis for prospective applicants to evaluate the alignment between their personal needs and the attributes offered by a company, thereby influencing their decision to apply for a job (Rani et al., 2023). Consequently, work expectations play a crucial role in shaping job preferences, particularly among Generation Z, who tend to favor organizations capable of meeting their career and well-being expectations (Astuti et al., 2025).

Corporate reputation is the collective perception held by stakeholders regarding a company's credibility, quality, and performance, shaped by past experiences and expectations of future performance (Raithel et al., 2024). A positive reputation reflects a company's ability to meet stakeholder expectations through consistent performance, good governance, and social responsibility, thereby enhancing trust and the company's appeal as a place to work (Thanh et al., 2023). As an intangible asset, corporate reputation plays a crucial role in shaping the perceptions of prospective applicants and influencing their decisions to apply for jobs (Safitri & Erlinda, 2020).

Intention to Apply for a Job refers to an individual's inclination to submit an application to an organization following a process of information seeking, evaluation, and consideration regarding a company perceived to align with their needs, expectations, and career goals (Soeling et al., 2022). This intention is reflected in various behaviors, such as seeking information about the company, communicating with the organization, and preparing for the selection process (Nawakitphaitoon & Sooraksa, 2023). Consequently, the intention to apply for a job serves as a crucial indicator of a company's attractiveness to prospective applicants and represents an initial stage in the recruitment process (Chang & Tanford, 2018).

Conceptual Framework

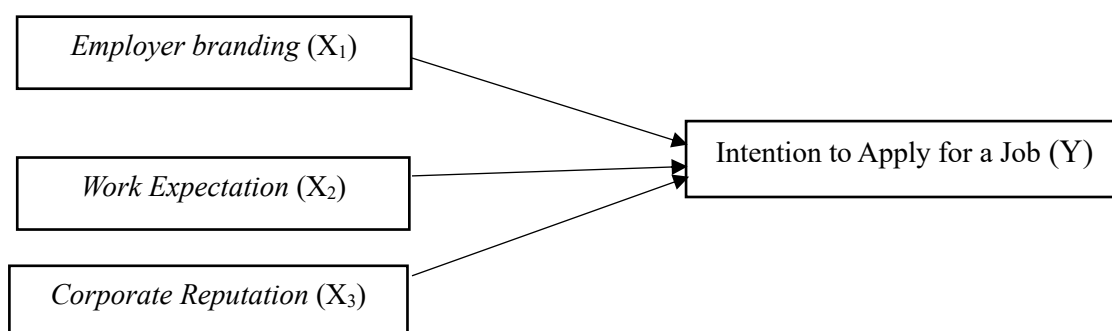


Figure 1. 1 Conceptual Framework

Based on the figure above, it can be seen that there are three exogenous variables: Employer Branding (X₁), Work Expectation (X₂), and Corporate Reputation (X₃). The endogenous variable influenced by these is the Intention to Apply for a Job (Y) among final-year Management students at the Faculty of Economics and Business, Universitas Malikussaleh.

Hypothesis

Based on the background, problem formulation, concepts, and conceptual framework, the following hypotheses are proposed:

H₁: Employer branding has a positive and significant effect on the Intention to Apply for a Job of final-year Management students at the Faculty of Economics and Business, Malikussaleh University.

THE INFLUENCE OF EMPLOYER BRANDING, WORK EXPECTATIONS, AND CORPORATE REPUTATION ON INTENTION TO APPLY FOR A JOB AMONG FINAL-YEAR MANAGEMENT STUDENTS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH

Shadaqta Amalia et al

H₂: Work expectations have a positive and significant effect on the Intention to Apply for a Job of final-year Management students at the Faculty of Economics and Business, Malikussaleh University.

H₃: Corporate reputation has a positive and significant effect on the Intention to Apply for a Job of final-year Management students at the Faculty of Economics and Business, Malikussaleh University.

METHOD

Research Design

This study uses a quantitative approach to analyze the influence of employer branding, work expectations, and corporate reputation on Intention to Apply for a Job among final-year students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. Data collection was conducted through the distribution of a structured questionnaire with a Likert scale, compiled based on indicators proven valid in previous research. The sample was determined using a purposive sampling technique, with the criteria being students in the 2022 intake of the Management Study Program, Faculty of Economics and Business, Malikussaleh University who had job application intentions. Data were analyzed using SmartPLS 4.0 software, evaluating the outer model, including convergent validity, discriminant validity, and reliability tests. The inner model was evaluated through path analysis and bootstrapping to test hypotheses and structural relationships between variables.

Sample

This study involved 175 students from the 2022 intake of the Management Study Program, Faculty of Economics and Business, Malikussaleh University, as respondents. The sampling technique used purposive sampling, with the criteria being final-year students in the Management Study Program, Faculty of Economics and Business, Malikussaleh University. The sample size was determined based on the guidelines of Hair et al. (2019), which is 5–10 the number of research indicators. The author chose 7 of the 25 indicators used, thus determining 175 respondents as the research sample.

Data Collection

The data used in this study are primary data obtained directly from respondents through an online questionnaire distributed via Google Forms. The research instrument was developed based on indicators adopted and validated in previous studies. The employer branding variable was measured using five indicators developed by Rumangkita and Dwiyan (2019): (1) interest value, (2) social value, (3) economic value, (4) development value, and (5) application value. The work expectation variable was measured using nine indicators adapted from Astuti et al. (2025), comprising (1) salary, (2) working conditions, (3) a good work atmosphere, (4) good interpersonal relationships, (5) opportunities to utilize skills, (6) opportunities to utilize knowledge, (7) rapid career progression, (8) promotion opportunities, and (9) self-expression. The corporate reputation variable was measured using six indicators based on Evrina and Wulansari (2023): (1) emotional appeal, (2) products and services, (3) financial performance, (4) vision and leadership, (5) workplace environment, and (6) social responsibility. Meanwhile Intention to Apply for a Job variable was measured using five indicators adapted from Junça Silva and Dias (2022) and Rizky et al. (2023): (1) willingness to accept a job offer, (2) considering the company a top choice for employment, (3) readiness to attend an interview, (4) effort to work at the desired company, and (5) willingness to recommend the company to others. All indicators were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). This scale was employed to measure respondents' level of agreement with each statement in a structured manner, allowing the collected data to be quantitatively analyzed using SmartPLS 4 to test the relationships between the variables in the study.

Data Analysis

Data analysis in this study used the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS 4. The first stage was an outer model evaluation to test the validity and reliability of the instrument. Convergent validity was assessed based on the outer loading and Average Variance Extracted (AVE) values, while discriminant validity was evaluated using cross-loading, the Fornell-Larcker Criterion, and the Heterotrait-Monotrait Ratio (HTMT). Construct reliability was assessed using Composite Reliability and Cronbach's Alpha. The next stage was an inner model evaluation, which included testing the R² value, effect size (f²), and model fit using the Standardized Root Mean Square Residual (SRMR) and the Normed Fit Index (NFI). Furthermore, hypothesis testing was conducted using the bootstrapping technique. The hypothesis is declared accepted if the “t-

THE INFLUENCE OF EMPLOYER BRANDING, WORK EXPECTATIONS, AND CORPORATE REPUTATION ON INTENTION TO APPLY FOR A JOB AMONG FINAL-YEAR MANAGEMENT STUDENTS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH

Shadaqta Amalia et al

statistic" value is more than 1.96 and the "p-value" is less than 0.05. All stages of the analysis are used to test the influence of employer branding, work expectation, and corporate reputation on the intention to apply for a jobs in final year students of the Management Study Program, Faculty of Economics and Business, Malikussaleh University.

RESULTS AND DISCUSSION

Results

This study utilizes SmartPLS 4.0 software, employing the Partial Least Squares (PLS) approach within a variance-based Structural Equation Modeling (SEM) framework. The PLS method is used to examine relationships between latent variables in a complex model, while SEM serves to test the causal relationships among the variables under study. Furthermore, the measurement phase involves evaluating the measurement model (outer model) to ensure the validity and reliability of the indicators in reflecting the latent constructs. Meanwhile, the structural model (inner model) is used to assess the strength and direction of the relationships between the variables.

Validity Test

Tabel 1
Outer Loading Test Results

Latent Variables	Instruments	Corporate Reputation	Employer Branding	Intention to Apply for a Job	Work Expectation	Information
Corporate Reputation	CR1	0,734				Valid
	CR2	0,855				Valid
	CR3	0,802				Valid
	CR4	0,842				Valid
	CR5	0,853				Valid
	CR6	0,818				Valid
Employer Branding	EB1		0,883			Valid
	EB2		0,865			Valid
	EB3		0,834			Valid
	EB4		0,877			Valid
	EB5		0,833			Valid
Intention to Apply for a Job	IAJ1			0,777		Valid
	IAJ2			0,839		Valid
	IAJ3			0,828		Valid
	IAJ4			0,822		Valid
	IAJ5			0,743		Valid
Work expectation	WE1				0,728	Valid
	WE2				0,789	Valid
	WE3				0,750	Valid
	WE4				0,738	Valid
	WE5				0,784	Valid
	WE6				0,767	Valid
	WE7				0,760	Valid
	WE8				0,654	Unvalid
	WE9				0,800	Valid

Source: Processed primary data (2026)

Based on the data in Table 1, it is evident that the outer loading values (measurement model values) for each research variable indicator exceed 0.70. Although the ideal threshold is >0.70 , a factor loading greater than 0.60 is considered sufficient to satisfy convergent validity requirements. The data indicate that no variable indicator has an outer loading value below 0.60; therefore, these indicators are deemed valid for use in the study and suitable for subsequent analysis.

Discriminant Validity Test

Tabel 2
AVE Test Results

Variable	Average Variance Extracted (AVE)
Employer Branding	0,737
Work Expectation	0,567
Corporate Reputation	0,671
Intention to Apply for a Job	0,644

Source: Processed primary data (2026)

Based on Table 2 above, it can be concluded that the AVE values for variables X1, X2, X3, and Y are above 0.5 therefore, the statements are valid.

Cross Loading

Tabel 3
Cross-loading Values

Indicator	X ₁	X ₂	X ₃	Y	Information
EB1	0.883	0.707	0.737	0.723	Valid
EB2	0.865	0.649	0.703	0.685	Valid
EB3	0.834	0.648	0.703	0.669	Valid
EB4	0.877	0.710	0.722	0.725	Valid
EB5	0.833	0.626	0.657	0.654	Valid
WE1	0.565	0.728	0.583	0.608	Valid
WE2	0.519	0.789	0.593	0.547	Valid
WE3	0.477	0.750	0.548	0.489	Valid
WE4	0.692	0.738	0.646	0.659	Valid
WE5	0.661	0.784	0.639	0.663	Valid
WE6	0.688	0.767	0.659	0.641	Valid
WE7	0.520	0.760	0.580	0.554	Valid
WE8	0.373	0.654	0.460	0.391	Valid
WE9	0.670	0.800	0.684	0.677	Valid
CR1	0.571	0.603	0.739	0.558	Valid
CR2	0.712	0.654	0.855	0.658	Valid
CR3	0.648	0.663	0.802	0.635	Valid
CR4	0.716	0.647	0.842	0.684	Valid
CR5	0.733	0.706	0.853	0.662	Valid
CR6	0.644	0.679	0.818	0.682	Valid
IAJ1	0.659	0.595	0.652	0.777	Valid
IAJ2	0.721	0.691	0.689	0.839	Valid
IAJ3	0.661	0.709	0.672	0.828	Valid
IAJ4	0.677	0.596	0.600	0.822	Valid
IAJ5	0.489	0.547	0.548	0.743	Valid

Source: Processed primary data (2026)

Based on Table 3, the cross-loading values for the variables of employer branding (X1), work expectations (X2), corporate reputation (X3), and Intention to apply for a job (Y) indicate that each indicator has a higher correlation with the construct it measures than with the other constructs.

THE INFLUENCE OF EMPLOYER BRANDING, WORK EXPECTATIONS, AND CORPORATE REPUTATION ON INTENTION TO APPLY FOR A JOB AMONG FINAL-YEAR MANAGEMENT STUDENTS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH

Shadaqta Amalia et al

Cronbach's Alpha Test

Tabel 4
Cronbach's Alpha and Composite Reliability

Variable	Cronbach's alpha	Composite reliability (rho_c) Cra	Average variance extracted (AVE)
EB	0,911	0,933	0,737
WE	0,905	0,922	0,567
CR	0,902	0,924	0,671
IAJ	0,862	0,900	0,644

Source: Processed primary data (2026)

Based on Table 4, the analysis results indicate that the composite reliability values for all constructs are equal to or greater than 0.70. This demonstrates that each variable meets the criteria for good reliability.

R-Square

Tabel 5
Koefisien Detreminasi (R2)

	R-square	R-square adjusted
Intention to Apply for a Job	0.729	0.724

Source: Processed primary data (2026)

Based on the results in Table 5, the R-square value for the dependent variable is 0.729, which falls into the strong category. Meanwhile, the adjusted R-square value indicates that the variables of employer branding, work expectations, and corporate reputation are capable of explaining or predicting the Intention to apply for a job to the extent of 0.724.

F-Square

Tabel 6
Effect Size (F2)

Variable	Intention to apply for a job
Employer Branding	0.145
Work Expectation	0.103
Corporate Reputation	0.057
Intention to apply for a job	

Source: Processed primary data (2026)

Based on Table 6, the effect size (f^2) values indicate that employer branding has a moderate influence on the job application intention, with an f^2 value of 0.145. Furthermore, the work expectation variable has a small influence, with an f^2 value of 0.103. Meanwhile, the corporate reputation variable also shows a small influence on the Intention to apply for a job, with an f^2 value of 0.057.

Hypothesis Testing

Tabel 7
Direct Effect

Variable	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
EB -> IAJ	0.370	0.362	0.099	3.747	0.000
WE -> IAJ	0.300	0.306	0.096	3.132	0.002
CR -> IAJ	0.246	0.246	0.117	2.096	0.036

Source: Processed primary data (2026)

THE INFLUENCE OF EMPLOYER BRANDING, WORK EXPECTATIONS, AND CORPORATE REPUTATION ON INTENTION TO APPLY FOR A JOB AMONG FINAL-YEAR MANAGEMENT STUDENTS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH

Shadaqta Amalia et al

Based on the direct effect test results in Table 7, all research hypotheses were accepted. Employer branding has a positive and significant effect on the job application intention ($\beta = 0.370$; $t = 3.747$; $p = 0.000$). Work expectations also have a positive and significant effect on the the Intention to apply for a job ($\beta = 0.300$; $t = 3.132$; $p = 0.002$). Furthermore, corporate reputation has a positive and significant effect on the job application intention ($\beta = 0.246$; $t = 2.096$; $p = 0.036$). These results indicate that the more favorably employer branding, work expectations, and corporate reputation are perceived, the higher the students' the Intention to apply for a job at the company.

Discussion

Based on the data analysis and hypothesis testing conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with SmartPLS 4.0 software, the conclusions regarding each hypothesis proposed in this study are as follows:

The Influence of Employer Branding on the Intention to Apply for a Job

The results indicate that employer branding has a positive and significant effect on Intention to apply for a job ($\beta = 0.370$; $t = 3.747$; $p = 0.000$); thus, H1 is accepted. These findings demonstrate that the stronger the employer branding established by a company, the higher the intention of final-year students to apply for jobs. Employer branding plays a role in shaping the positive perceptions of prospective applicants by conveying information regarding company values, the work environment, and career development opportunities. These results align with the findings of Junça Silva & Dias (2022) as well as Ekhsan & Fitri (2021), which state that employer branding can enhance Intention to apply for a job.

The Influence of Work Expectations on the Intention to Apply for a Job

The results indicate that work expectations have a positive and significant effect on Intention to apply for a job ($\beta = 0.300$; $t = 3.132$; $p = 0.002$); thus, H2 is accepted. These findings indicate that alignment between students' work expectations-such as compensation, work environment, and career development opportunities-and the conditions offered by the company increases the intention to apply. This result is consistent with research by Astuti et al. (2025) and Ngoc et al. (2022), which concluded that met work expectations can enhance job pursuit intention.

The Influence of Corporate Reputation on Job Application Intention

The results indicate that corporate reputation has a positive and significant effect on Intention to apply for a job ($\beta = 0.246$; $t = 2.096$; $p = 0.036$); thus, H3 is accepted. This demonstrates that companies with a good reputation are more successful in attracting students to apply for jobs, as they are perceived to possess greater credibility, better prospects, and a superior work environment. These findings support the research of Saedi et al. (2015), Rahayu & Sari (2018), as well as Thanh et al. (2025) and Verawati et al. (2025), who state that corporate reputation is an important factor in increasing the intention to apply for a job.

CONCLUSION

This study aims to analyze the influence of employer branding, work expectations, and corporate reputation on the job application intention among final-year students of the Management Study Program at the Faculty of Economics and Business, Universitas Malikussaleh. Based on the analysis results, the following conclusions are drawn:

1. Employer branding has a positive and significant influence on the job application intention. This indicates that the better a company's employer branding, the higher the students' intention to apply to that company.
2. Work expectations have a positive and significant influence on the job application intention. This means that the greater the alignment between students' expectations and the jobs offered by the company, the stronger their intention to apply.
3. Corporate reputation has a positive and significant influence on the job application intention. In other words, a better corporate reputation increases students' intention to submit job applications.

REFERENCES

Annisa, S., Raharja, J., & Muhyi, H. A. (2022). *Volume . 18 Issue 4 (2022) Pages 816-825 INOVASI: Jurnal Ekonomi , Keuangan dan Manajemen ISSN : 0216-7786 (Print) 2528-1097 (Online) Pengaruh employer*

THE INFLUENCE OF EMPLOYER BRANDING, WORK EXPECTATIONS, AND CORPORATE REPUTATION ON INTENTION TO APPLY FOR A JOB AMONG FINAL-YEAR MANAGEMENT STUDENTS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH

Shadaqta Amalia et al

- attractiveness , media sosial , dan reputasi organisasi terhadap intensi melamar pekerjaan gener. 18(4), 816–825.*
- Astuti, L. K., Fahrana, Y., Mufrihah, M., & Shalahuddin, A. (2025). *Employer Attractiveness , Work Expectations , Corporate Reputation dan Person-Organization Fit terhadap Intention to Apply. 05(01), 162–174.*
- Astuti, T. P. (2024). *Company Attractiveness , Corporate Reputation , and Recruitment Websites as Determinants of Job Application Intentions (Case Study of Islamic Banking Study Program Students). 03(2), 117–126.*
- Bigus, J., Hua, K. P. M., & Raithel, S. (2024). Definitions and measures of corporate reputation in accounting and management: Commonalities, differences, and future research. *Accounting and Business Research, 54(3), 304–336.* <https://doi.org/10.1080/00014788.2022.2149458>.
- Chang, W., & Tanford, S. (2018). The Impact of Job Advertising on Hospitality Graduates' Job Pursuit Intention. *Journal of Hospitality and Tourism Education, 30(4), 215–228.* <https://doi.org/10.1080/10963758.2018.1480380>
- Ekhsan, M., & Fitri, N. (2021). Pengaruh Employer Branding Terhadap Minat Melamar Pekerjaan dengan Reputasi Perusahaan Sebagai Variabel Mediasi. *Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi (JEBMA), 1(2), 8–17.* <https://doi.org/10.47709/jebma.v1i2.975>
- Evrina, P. W., & Wulansari, P. (2023). Pengaruh employer branding dan reputasi organisasi terhadap intention to apply pada Generasi Z (Studi kasus pada mahasiswa Fakultas Ekonomi Bisnis Universitas Telkom). *JIMEA (Jurnal Ilmiah Manajemen, Ekonomi, dan Akuntansi), 7(2), 603–619.*
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2019). *Multivariate data analysis, multivariate data analysis.* Book
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis.* Cengage. <https://books.google.co.id/books?id=0R9ZswEACAAJ>
- 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>
- Nadia Ismi Chanifah1, Hanung Eka Atmaja2*, D. M. V. (2025). *Pengaruh e-recruitment, reputasi perusahaan, dan kompensasi terhadap intensi melamar kerja generasi z di kota magelang. 10(2), 13–23.*
- Nawakitphaitoon, K., & Sooraksa, N. (2023). Employer Image and Job Pursuit Intention in the New S-Curve Industries in Thailand: The Mediating Role of Organizational Attractiveness. *Asian Journal of business Research, 13(1), 1-18.* <https://doi.org/10.14707/ajbr.230139>.
- Ngoc, T. N., Dung, M. V., & Rowley, C. (2022). *Generation Z job seekers ' expectations and their job pursuit intention : Evidence from transition and emerging economy.* <https://doi.org/10.1177/18479790221112548>
- Nuortimo, K., Harkonen, J., & Breznik, K. (2024). Exploring corporate reputation and crisis communication. *Journal of Marketing Analytics, Aven 2013.* <https://doi.org/10.1057/s41270-024-00353-8>
- Purborini, P. S., & Basid, R. A. (2022). Pengaruh Employer Branding terhadap Intensi Melamar Pekerjaan di Perusahaan BUMN dengan Reputasi Perusahaan Sebagai Pemediasi (Pada Mahasiswa Tingkat Akhir Universitas Pertamina). *Jurnal Manajemen Dan Bisnis Indonesia, 8(1), 103–114.*
- Putri Wannda Ervina, P. W. (2023). *JIMEA | Jurnal Ilmiah MEA (Manajemen , Ekonomi , dan Akuntansi). 7(2), 603–619.*
- Rahayu, M., & Sari, B. (2018). *Faktor-Faktor Yang Mempengaruhi Nilai Perusahaan. 2(74), 69–76.*
- Rani, I. H. (2023). *Analyzing the impact of working expectations on intention to apply in Indonesia : A study on Gen Z college graduate. 16(2), 287–308.*
- Rizky, G., Puterisari, D. U., & Yustisi, Y. P. (2023). *Daya Tarik Perusahaan dan Kompetensi Karir yang Memengaruhi Niat Melamar Pekerjaan pada Mahasiswa Tingkat Akhir. 11(2), 1317–1328.*
- Rumangkit, S., & Dwiyan, M. (2019). Dampak Employee Branding Pada Efektivitas Rekrutmen (Case Study : Generasi Z Indonesia). *05(01), 1–12.*
- Safitri, E. (2020). *The Relationship Between Employer Branding, Corporate Reputation, And Recruitment Web On Intention To Apply1 Fenti. 7(8), 1572–1583.* <https://doi.org/10.20473/vol7iss20208pp1572-1583>
- Sascha Raithel, K. P. M. H. & J. B. (2024). *Definitions and measures of corporate reputation in accounting and management : commonalities , differences , and future research De fi nitions and measures of corporate reputation in accounting and management : commonalities , differences , and future. 4788.* <https://doi.org/10.1080/00014788.2022.2149458>
- Singh, K., & Misra, M. (2021). *Linking Corporate Social Responsibility (CSR) and Organizational Performance :*

THE INFLUENCE OF EMPLOYER BRANDING, WORK EXPECTATIONS, AND CORPORATE REPUTATION ON INTENTION TO APPLY FOR A JOB AMONG FINAL-YEAR MANAGEMENT STUDENTS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MALIKUSSALEH

Shadaqta Amalia et al

- the moderating effect of corporate reputation. *European Research on Management and Business Economics*, 27(1), 100139. <https://doi.org/10.1016/j.iedeen.2020.100139>
- Soeling, P. D., Ajeng Arsanti, S. D., & Indriati, F. (2022). Organizational reputation: does it mediate the effect of employer brand attractiveness on intention to apply in Indonesia? *Heliyon*, 8(4), e09208. <https://doi.org/10.1016/j.heliyon.2022.e09208>
- Thanh, P. T., Ha, N. T., Thi, P., & Ngoc, H. (2025). *Corporate social responsibility , corporate reputation and intention to apply for a job : evidence from students in an emerging economy. January 2023.* <https://doi.org/10.1108/IJOA-11-2022-3484>
- Yameen, M., Bharadwaj, S., & Ahmad, I. (2025). *University brand as an employer : demystifying employee attraction and retention.* 18(1), 26–41. <https://doi.org/10.1108/XJM-08-2020-0061>.