

**ABSTRAK**  
**PERAN REPUTASI PERUSAHAAN DALAM MEMEDIASI PENGARUH**  
**EMPLOYER BRANDING TERHADAP INTENSI MELAMAR**  
**PEKERJAAN DI START-UP UNICORN**  
Studi pada Mahasiswa Tingkat Akhir di Yogyakarta

Tiffani Charolyn Galino  
Universitas Sanata Dharma  
Yogyakarta  
2023

Tujuan dari penelitian ini adalah untuk mengetahui peran Reputasi Perusahaan dalam memediasi pengaruh Employer Branding terhadap Intensi Melamar Pekerjaan di Start-up Unicorn. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah teknik purposive sampling. Teknik pengumpulan data yang digunakan adalah kuesioner, dengan menyebarkan kuesioner secara daring kepada 100 orang responden. Data dianalisis dengan PLS (Partial Least Square) menggunakan SmartPLS 4.0. Dari hasil penelitian ini dapat disimpulkan bahwa Reputasi Perusahaan memediasi secara penuh pengaruh antara Employer Branding terhadap Intensi Melamar Pekerjaan di Start-up Unicorn pada mahasiswa tingkat akhir di Yogyakarta.

Kata Kunci: Employer Branding, Reputasi Perusahaan, Intensi Melamar Pekerjaan

**ABSTRACT**  
**THE ROLE OF COMPANY REPUTATION IN MEDIATING THE INFLUENCE OF**  
**EMPLOYER BRANDING ON INTENTION**  
**TO APPLY FOR A JOB AT UNICORN START-UP**  
A Study on Final Year College Students in Yogyakarta

Tiffani Charolyn Galino  
Sanata Dharma University  
Yogyakarta  
2023

The purpose of this research is to determine the role of Company Reputation in mediating the influence of Employer Branding on Intentions to Apply for a Job at Unicorn Start-up. The sampling technique used in this research was purposive sampling technique. The data collection technique used was a questionnaire, by distributing an online questionnaire to 100 respondents. Data were analyzed with PLS (Partial Least Square) using SmartPLS 4.0. From the results of this research it can be concluded that Company Reputation fully mediated the influence of Employer Branding on Intentions to Apply for a Job at Unicorn Start-up on final year college students in Yogyakarta.

Keywords: Employer Branding, Company Reputation, Intention to Apply for a Job

