

ABSTRAK

PENGARUH EMPLOYER BRANDING, KOMPENSASI, DAN LINGKUNGAN KERJA TERHADAP MINAT MELAMAR KERJA GENERASI Z DI PERTAMINA DENGAN REPUTASI PERUSAHAAN SEBAGAI VARIABEL MEDIASI

Studi pada Mahasiswa S1 Fakultas Ekonomi Universitas Sanata Dharma

Kenzie Filbert Pratiwan
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh langsung *employer branding* terhadap minat melamar kerja; 2) pengaruh langsung kompensasi terhadap minat melamar kerja; 3) pengaruh langsung lingkungan kerja terhadap minat melamar kerja; 4) pengaruh *employer branding* terhadap minat melamar kerja dengan dimediasi oleh reputasi perusahaan; 5) pengaruh kompensasi terhadap minat melamar kerja dengan dimediasi oleh reputasi perusahaan; 6) pengaruh lingkungan kerja terhadap minat melamar kerja dengan dimediasi oleh reputasi perusahaan. Populasi dalam penelitian ini adalah mahasiswa S1 Fakultas Ekonomi Universitas Sanata Dharma angkatan 2022 dan 2023. Teknik pengambilan sampel menggunakan *non-probability sampling* dengan pendekatan *proportionate purposive sampling*. Penelitian ini menggunakan 278 responden sebagai sampel yang datanya diperoleh melalui penyebaran kuesioner daring dalam bentuk *Google Form*. Teknik analisis data menggunakan *Partial Least Square* yaitu SmartPLS4. Hasil penelitian menunjukkan bahwa: 1) *employer branding* secara langsung tidak berpengaruh terhadap minat melamar kerja; 2) kompensasi secara langsung berpengaruh terhadap minat melamar kerja; 3) lingkungan kerja secara langsung berpengaruh terhadap minat melamar kerja; 4) *employer branding* tidak berpengaruh terhadap minat melamar kerja dengan dimediasi (*no effect-no mediation*) oleh reputasi perusahaan; 5) kompensasi berpengaruh terhadap minat melamar kerja dengan dimediasi (*complementary-partial mediation*) oleh reputasi perusahaan; 6) lingkungan kerja berpengaruh terhadap minat melamar kerja dengan dimediasi sebagian (*complementary-partial mediation*) oleh reputasi perusahaan.

Kata Kunci: *Employer Branding*, Kompensasi, Lingkungan Kerja, Minat Melamar Kerja, dan Reputasi Perusahaan

ABSTRACT

**THE EFFECT OF EMPLOYER BRANDING,
COMPENSATION, AND WORK ENVIRONMENT ON INTENTION
TO APPLY FOR JOBS OF Z GENERATION AT PERTAMINA
WITH CORPORATE REPUTATION AS A MEDIATING VARIABLE
A Study on Students of the Faculty of Economics, Sanata Dharma University**

Kenzie Filbert Pratiwan
Sanata Dharma University
Yogyakarta
2026

This study aims to determine: 1) the direct effect of employer branding on intention to apply for jobs; 2) the direct effect of compensation on intention to apply; 3) the direct effect of work environment on intention to apply; 4) the effect of employer branding on intention to apply mediated by corporate reputation; 5) the effect of compensation on intention to apply mediated by corporate reputation; 6) the effect of work environment on intention to apply mediated by corporate reputation. The population in this study was undergraduate students of the Faculty of Economics, Sanata Dharma University, batches of 2022 and 2023. The sampling technique used non-probability sampling with proportionate purposive sampling. This study used 278 respondents as sample, with data were obtained through the distribution of online questionnaire in the form of Google Form. The data analysis technique used Partial Least Square, namely SmartPLS4. The results showed that: 1) employer branding had no direct effect on intention to apply; 2) compensation had a direct effect on intention to apply; 3) work environment had a direct effect on intention to apply; 4) employer branding had no effect on intention to apply mediated (no effect-no mediation) by corporate reputation; 5) compensation had an effect on intention to apply mediated (complementary-partial mediation) by corporate reputation; 6) work environment had an effect on intention to apply partially mediated (complementary-partial mediation) by corporate reputation.

Keywords: Employer Branding, Compensation, Work Environment, Intention to Apply, Corporate Reputation