

ABSTRAK

**PENGARUH EMPLOYER BRANDING TERHADAP NIAT BERTAHAN
MAHASISWA GEN Z PEKERJA PART-TIME MELALUI MEDIASI
PERSON-ORGANIZATION FIT BERBASIS KEBERLANJUTAN**

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Penelitian ini bertujuan untuk menganalisis: 1) pengaruh *employer branding* terhadap niat bertahan mahasiswa Gen Z pekerja *part-time*, 2) pengaruh *employer branding* terhadap *person-organization fit* berbasis keberlanjutan mahasiswa Gen Z pekerja *part-time*, 3) pengaruh *person-organization fit* berbasis keberlanjutan terhadap niat bertahan mahasiswa Gen Z pekerja *part-time*, dan 4) peran mediasi parsial *person-organization fit* dalam hubungan antara *employer branding* dan niat bertahan mahasiswa Gen Z pekerja *part-time*. Penelitian ini merupakan penelitian kuantitatif dan teknik analisis *Partial Least Square* (PLS) menggunakan aplikasi SmartPLS. Populasi dalam penelitian ini adalah mahasiswa Generasi Z yang bekerja paruh waktu di Cosan *coffee shop*, Sebelas *Coffee* dan Beli Kopi di Daerah Istimewa Yogyakarta. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 120 responden. Hasil penelitian menunjukkan bahwa: (1) *employer branding* terbukti berpengaruh langsung dan signifikan terhadap niat bertahan mahasiswa Gen Z pekerja *part-time*, (2) *employer branding* berpengaruh positif dan signifikan terhadap *person-organization fit* berbasis keberlanjutan, (3) *person-organization fit* berbasis keberlanjutan berpengaruh positif dan signifikan terhadap niat bertahan, serta (4) *employer branding* berpengaruh tidak langsung terhadap niat bertahan melalui mediasi *person-organization fit* berbasis keberlanjutan.

Kata kunci: *Employer Branding*, *Person-Organization Fit* berbasis keberlanjutan, Niat Bertahan, Generasi Z, Pekerja *Part-Time*.

ABSTRACT

***THE INFLUENCE OF EMPLOYER BRANDING ON THE RETENTION INTENTION
OF GENERATION Z STUDENT PART-TIME WORKERS THROUGH THE
MEDIATING ROLE OF SUSTAINABILITY BASED PERSON-ORGANIZATION FIT***

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This study aims to analyze: 1) the effect of employer branding on the retention intention of Gen z students working part-time, 2) the effect of employer branding on sustainability-based person-organization fit among Gen Z students working part-time, 3) the effect of sustainability-based person-organization fit on the retention intention of Gen Z students working part-time, and 4) the partial mediating role of sustainability-based person-organization fit in the relationship between employer branding and the retention intention of Gen Z students working part-time. This study is a quantitative study and the Partial Least Squares (PLS) analysis technique with the SmartPLS application. The population in this study consists of Generation Z students who work part-time at Cosan Coffee Shop, Sebelas Coffee, and Beli Kopi in the Special Region of Yogyakarta. The sample used in this study consisted of 120 respondents. The results of the study indicate that: (1) employer branding has direct and significant effect on the retention intention of Gen Z part-time student workers, (2) employer branding has a positive and significant effect on sustainability-based person-organization fit, (3) sustainability-based person-organization fit has a positive and significant effect on retention intention and, (4) employer branding has an indirect effect on retention intention through the mediation of sustainability-based person-organization fit .

Keywords: *Employer Branding, Sustainability-Based Person-Organization Fit, Intention to Stay, Retention Intention, Generation Z, Part-time workers.*

