

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *E-Recruitment* dan *Employer Branding* terhadap *Intention To Apply* pada Generasi Z di Kota Padang dengan *Corporate Reputation* sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada mahasiswa Fakultas Ekonomi dan Bisnis Universitas Dharma Andalas yang telah mengikuti program magang dan termasuk Generasi Z. Data dianalisis menggunakan metode SEM-PLS untuk menguji hubungan langsung dan tidak langsung antarvariabel. Hasil penelitian menunjukkan bahwa *E-Recruitment* tidak berpengaruh signifikan terhadap *Intention To Apply*, namun berpengaruh signifikan terhadap *Corporate Reputation*. *Employer Branding* tidak berpengaruh signifikan terhadap *Intention To Apply*, namun terbukti berpengaruh signifikan terhadap *Corporate Reputation*. Selain itu, *Corporate Reputation* berpengaruh signifikan terhadap *Intention To Apply* serta mampu memediasi pengaruh *E-Recruitment* terhadap *Intention To Apply*, dan mampu memediasi pengaruh *Employer Branding* terhadap *Intention To Apply*. Temuan ini menunjukkan bahwa pembentukan reputasi perusahaan dan penguatan *Employer Branding* menjadi faktor penting dalam meningkatkan minat melamar kerja pada Generasi Z.

SUMMERY

This study aims to analyze the influence of E-Recruitment and Employer Branding on Intention To Apply among Generation Z in Padang City with Corporate Reputation as a mediating variable. This study uses a quantitative approach with a survey method by distributing questionnaires to students of the Faculty of Economics and Business, Dharma Andalas University who have participated in internship programs and are included in Generation Z. Data were analyzed using the SEM-PLS method to test the direct and indirect relationships between variables. The results show that E-Recruitment has no significant effect on Intention To Apply, but has a significant effect on Corporate Reputation. Employer Branding has no significant effect on Intention To Apply, but has a significant effect on Corporate Reputation. In addition, Corporate Reputation has a significant effect on Intention To Apply and is able to mediate the effect of E-Recruitment on Intention To Apply, and is able to mediate the effect of Employer Branding on Intention To Apply. These findings indicate that building a company's reputation and strengthening Employer Branding are important factors in increasing interest in applying for jobs among Generation Z.