

The Influence of Employer Branding Dimension on Interest in Applying a Job: Gen Z Perspective of Students Graduating from the Faculty of Economics, Islamic University of Kalimantan, Muhammad Arsyad Al Banjari

Gusti Meinar Girda Ariani¹, Teguh Wicaksono², Ana Sofia Herawati³, Nurul Hasanah⁴

Universitas Islam Kalimantan Muhammad Arsyad Al Banjari¹²³⁴

Email : meinargirda70@gmail.com

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Abstract.

This research aims to analyze the influence of employer branding dimensions on interest in applying for jobs through the perspective of Gen Z who are students that graduated from the Faculty of Economics. Employer branding is a company strategy in building a positive image as a desirable workplace, which includes several dimensions, such as company reputation, compensation and benefits, career development opportunities, work environment, and balance between personal and work life. Data was collected through a survey of students who had just graduated from the Faculty of Economics at Islamic University of Kalimantan Muhammad Arsyad Al Banjari. The results of the analysis show that all dimensions of employer branding have a significant effect on interest in applying for jobs, especially in the dimensions of company reputation and career development opportunities. This research provides important implications for companies in designing effective employer branding strategies to attract the best talent from new graduates, especially from the Faculty of Economics.

Keywords: Employer Branding, Interest In Applying For Jobs, Graduate Students

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1. Introduction

The world has now entered an all-digital civilization, humans are faced with increasingly rapid technological developments towards digitalization. The digital era makes humans enter a new chapter in life with a new lifestyle that cannot be separated from the role of technology, which is then supported by devices that makes human daily activities easier. We can feel for ourselves that nowadays anything can be done with technology and all activities can be done easily. Information systems that are developing so quickly have a very important role in supporting various aspects of life, starting from daily human activities to economic development.

The development of information technology has been in line with the growth of generation Z, which consists of those born between 1997 and 2012. Currently, individuals aged 11 to 26 years are included in the generation Z group. According to the generation theory put forward by Codrington and Grant-Marshall (2004), this generation is known as the technology generation. This is due to the rapid development of technology during their growth period, which has made Generation Z accustomed to living with, understanding and using information technology in their daily activities.

When individuals from generation Z have completed education at the high school level (around the age of 17/18 years), Diploma, Bachelor's Degree (S1), or Postgraduate (S2) when the individuals of generation Z reach the age of around 24 to 26 years, the stage Next is looking for a job. By utilizing the internet, including social media, they can find information about vacancies or job opportunities. Many companies now disseminate information about job opportunities through their social media platforms, so that the workforce recruitment process is carried out online. This process is known as e-recruitment (Jayabalan et al., 2019).

In the midst of these conditions, employer branding has become one of the important strategies implemented by companies to differentiate themselves from competitors and attract the interest of prospective employees. Employer branding refers to a company's efforts to create and maintain a positive image as an attractive workplace, through effective communication regarding the values, culture and benefits offered by the company (Sivertzen et al., 2013).

For Faculty of Economics students who have completed their studies, the transition process from the academic world to the world of work is a very crucial moment. Their career choices are influenced by various factors, including company reputation, career development opportunities and employee benefits offered by prospective employers. In this context, employer branding plays an important role in shaping student perceptions regarding the potential of a company as a place of work.

This research aims to examine the influence of employer branding dimensions on interest in applying for jobs among graduate students from the Faculty of Economics. These dimensions include company reputation, employee welfare, career opportunities, work culture, and recognition and reward systems. By understanding how these dimensions influence students' interest in applying for jobs, companies can design more effective employer branding strategies to attract quality prospective workers.

According to Silva and Diaz (2023), the factor that influences a person's interest in applying for a job is employer branding. Employer branding is a communication strategy,

both internal and external, that describes the unique attributes that shape a company's identity as an employer, and differentiates it from other companies. The aim is to attract and retain potential and existing employees (Yameen et al., 2021). Through employer branding, companies hope to increase the interest of more people in applying for jobs. Research by Silva and Diaz (2023) and Kumari et al. (2020) shows concrete evidence regarding the positive role of employer branding in increasing interest in applying for jobs

This study will explore the extent to which each dimension of employer branding contributes to student interest in applying for jobs and provide insight for companies in developing strategies that can increase their attractiveness as a place to work. The results of this research are expected to provide a significant contribution to the development of employer branding theory and practice and help companies attract and retain the best talent in the future.

Employer branding is a method used to form a special image of a company, which differentiates it from competitors (Ferizal, 2016). According to Dawn & Biswas (2010), employer branding is a long-term strategy that aims to manage the awareness and perception of employees, potential employees and the best stakeholders. The field of employer branding is relatively new and has exciting potential to change the way companies operate (Ahmad & Daud, 2016).

Employer branding is a communication strategy used by companies to interact with other parties (including prospective workers). Through employer branding, a company informs and communicates the advantages (uniqueness) that the company has with the aim of attracting the interest of prospective workers willing to apply and work for a company (Silva and Diaz, 2023).

According to Sivertzen et al. (2013), dimensions of employer branding include: (1) Company Reputation: How the company is known and perceived by the public, especially prospective employees, is related to the company's overall image; (2) Employee Benefits: Factors that include salary, allowances, and additional benefits offered to employees; (3) Career Opportunities: Opportunities provided by the company for employee career development and professional growth; (4) Work Culture: The work environment and atmosphere in the company, including the values, norms and attitudes that support a positive work experience; and (5) Recognition and Awards: Systems are in place to recognize and reward employees for their contributions and achievements

These dimensions shape the values how the company is seen as a workplace and influence its attractiveness to prospective employees such as attraction value, social value, economic value, development value, and application value.

Interest in applying for a job is the process of a person's interest in having a job, which begins with efforts to find information about job vacancies from various sources, both internal and external to the organization. Next, the individual makes a choice and decides which organization to apply to (Permadi & Netra, 2015). Job seekers evaluate organizational values to determine how they will gather information about the company, whether they will accept a job offer, what they expect from the company as a new employee, and whether they will purchase the company's products or services (Turban & Cable, 2003). The process of interest in applying for a job includes searching for job vacancy information, selecting a job, and

making decisions about the desired organization (Gatewood et al., 1993). From this definition, it can be concluded that interest in applying for a job is the interest and desire to have a job through the process of searching for vacancy information, selecting and making decisions about the company to which you will apply.

Results of research by Silva and Diaz (2023); Kumari et al., (2020) provide concrete evidence of the positive influence of employer branding on interest in applying for jobs. The relationship between employer branding and interest in applying for work shows a significant influence (Santiago, 2019). Research by Sharma & Prasad (2018) also found that employer branding significantly influences interest in applying for jobs. Apart from that, research by Katiyar & Saini (2016) states that employer branding influences interest in applying for work. Based on these findings, the following hypothesis can be formulated. Based on the results of previous research, the researcher proposed the following research hypothesis.

H1: The existence of employer branding has an influence on interest in applying for jobs

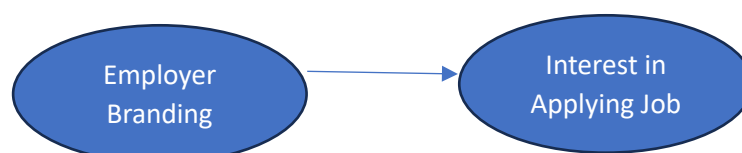


Figure 1. Conceptual Framework

Table 1. Operational Variables

Description Variable	Indicator	Scale
Employer Branding (X) Source: Sivertzen et al.(2013)	Attraction Value Social Value Economic Value Development Value Aplication Value	Interval 1-5
Interest in Applying Job (Y) Source: Permadi & Netra (2015)	Information about job vacancies Values of the organization to be applied	Interval 1-5

Source : Data (2024)

2. Research Method

This type of research uses a quantitative approach, used to examine a population and sample where data collection uses instruments, through quantitative and statistical data analysis, with the aim of testing predetermined hypotheses (Sugiyono, 2020). The research was designed as empirical research to test hypotheses, and was designed as cross-sectional research, namely research carried out by collecting information (data) from a particular sample which was only carried out once, and collected from different samples and at different times (Now and Bougie, 2018).

The research was conducted in Banjarmasin on students from the Faculty of Economics, Islamic University of Kalimantan, MAB Banjarmasin, who incidentally belong to generation Z and have completed their final assignments in 2024. The sample determination method used incidental or accidental sampling. The number of research samples was determined using the Slovin formula and the sample size was 87 respondents.

Research data was collected directly through distributing questionnaires. The data measurement method uses a Likert Scale in 5 categories with respondents' answers ranging

from Strongly Disagree which is given a weight of 1 to Strongly Agree which is given a weight of 5. The instrument testing method uses Product Moment Correlation and Cronbach Alpha. The assumption tests consist of validity test, realibility test, and normality test. The data analysis method uses multiple linear regression analysis.

3. Result and Discussion

Table 2. Respondent Profile Table

Characteristics	Information	total	Percentage
Gender	Male	38	43%
	Female	49	57%
Age	20-22 year	51	58%
	23-25 year	29	34%
	>25 year	7	8%
Conditions	Not working yet	68	78%
	working	19	22%
Total		87	100%

Source: Data (2024)

The value of r product moment with a significance of 5% for the amount N = 87 is 0,208

Table 3. Validity Test

Variable	Statement	r value	r product moment	Information
Employer Branding (X)	Statement 1	0,806	0,208	Valid
	Statement 2	0,847	0,208	Valid
	Statement 3	0,921	0,208	Valid
	Statement 4	0,873	0,208	Valid
	Statement 5	0,916	0,208	Valid
	Statement 6	0,920	0,208	Valid
	Statement 7	0,821	0,208	Valid
	Statement 8	0,885	0,208	Valid
	Statement 9	0,923	0,208	Valid
	Statement10	0,913	0,208	Valid
	Statement 11	0,929	0,208	Valid
	Statement 12	0,946	0,208	Valid
	Statement 13	0,906	0,208	Valid
	Statement 14	0,922	0,208	Valid
	Statement 15	0,936	0,208	Valid
	Statement 16	0,926	0,208	Valid
	Statement 17	0,874	0,208	Valid
	Statement 18	0,720	0,208	Valid
	Statement 19	0,903	0,208	Valid
	Statement 20	0,900	0,208	Valid
Interested in applying for a Job (Y)	Statement 21	0,733	0,208	Valid
	Statement 22	0,710	0,208	Valid
	Statement 23	0,726	0,208	Valid
	Statement 24	0,616	0,208	Valid
	Statement 25	0,859	0,208	Valid

Table 4. Realibility Test

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EPY01	97.4713	573.740	.790	.985
EPY02	97.6207	573.447	.835	.985
EPY03	97.5632	567.970	.914	.984
EPY04	97.7471	568.307	.862	.984
EPY05	97.5632	563.319	.908	.984
EPY06	97.4598	566.577	.913	.984
EPY07	97.7126	571.905	.806	.985
EPY08	97.5862	565.827	.874	.984
EPY09	97.5632	564.202	.916	.984
EPY10	97.6552	563.368	.904	.984
EPY11	97.6207	561.099	.922	.984
EPY12	97.6437	559.534	.940	.984
EPY13	97.6322	561.421	.897	.984
EPY14	97.6782	561.872	.914	.984
EPY15	97.6092	558.520	.929	.984
EPY16	97.6322	558.979	.919	.984
EPY17	97.8391	570.067	.863	.984
EPY18	98.1379	573.120	.694	.985
EPY19	97.7126	566.091	.894	.984
EPY20	97.7701	562.993	.891	.984
EPY21	97.7816	575.940	.711	.985
EPY22	97.8276	580.842	.689	.985
EPY23	98.1379	575.655	.703	.985
EPY24	98.2069	586.050	.590	.986
EPY25	97.5862	566.524	.846	.985

Research data can be said to be normal if Asymp Sig (2-tailed) > 0.05. Normality test could be seen in table 5.

Table 5. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		87
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.61514227
Most Extreme Differences	Absolute	.053
	Positive	.039
	Negative	-.053
Test Statistic		.053
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Table 6. Linear Regression Analysis

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.466	1.154		3.871	.000		
X	.181	.014	.822	13.322	.000	1.000	1.000

a. Dependent Variable: Y

Based on table 6 linear regression analysis, the coefficient value of each independent variable EB (X1) is 0.181, the linear regression equation is: $Y = \alpha + \beta_1 X_1 + e$. The constant value (α) of 4.466 with a positive sign states that if independent variables, namely Employer Branding (EB) is assumed to be constant or unchanged, then the Interest Applying Job (Y) is worth 4.466. The regression coefficient value on the Employer Branding (EB) variable is 0.181 with a positive sign, it can be stated that if the EB (X1) level increases by one unit by assuming that the other independent variables are constant or do not change, it will have an impact on the Interest Applying Job which increases by 0.181.

Table 7. Coefficient of Determinant

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 ^a	.676	.672	2.63048

a. Predictors: (Constant), X

Based on table 7 coefficient of determination can be seen that the R Square (R²) value is 0.676 or 67.6%, from this value it shows that the Employer Branding have an influence on Interest Applying Job of 0.676 or 67.6% while the remaining 32.4% is influenced by other independent variables.

The Influence of Employer Branding on Interest in Applying for Jobs

The results of the regression analysis show that employer branding has a positive and significant influence on interest in applying for jobs. This research reveals that the company's efforts to build a good reputation can increase the interest of students graduating from the Faculty of Economics, Islamic University of Kalimantan MAB Banjarmasin to submit job applications. These findings support the research hypothesis which states that "Employer Branding has a positive effect on Generation Z's interest in applying for jobs." The results of this study also support the findings of previous research by Silva and Diaz (2023), Kumari et al. (2020), as well as regarding the positive impact of employer branding on interest in applying for jobs.

Employer Branding strategies are used by companies to attract prospective workers to apply (Silva and Diaz, 2023). Through Employer Branding, companies communicate their advantages or uniqueness, with the aim of attracting prospective workers to apply and join. These advantages can include policies, remuneration, career opportunities, development and employee welfare programs, which are promised to prospective workers and have the potential to influence their interest in applying. This research shows that a high assessment of the employer branding variable can increase interest in applying for jobs.

Students who have completed their final assignments and graduated from university need to prepare themselves early and quickly in searching for information about job vacancies that suit their interests, talents and competencies. This information can be obtained through various sources, including social media. Many companies now use social media to disseminate recruitment information. Searching for information via social media makes it easier for students to access more job opportunities.

Currently, many companies carry out electronic recruitment (e-recruitment) to simplify the process of searching and sending job applications, both for companies and prospective workers. Interest in applying for a job is also influenced by the company's image. Therefore, it is important for companies to build an image through employer branding activities. Through employer branding, management can convey detailed information about the company, including welfare (salary, benefits), career development opportunities, awards and other benefits that can be obtained while working at the company.

4. Conclusion

Based on the research results, it can be concluded that Employer Branding has a positive and significant effect on the interest of generation Z graduates of the Faculty of Economics, Islamic University of Kalimantan MAB Banjarmasin to apply for jobs, as well as the role of e-recruitment via social media, and employer branding as a whole has a significant effect on the interest of generation Z graduates Faculty of Economics, Islamic University of Kalimantan MAB Banjarmasin in applying for jobs.

Based on the conclusions and discussion of the research, it is recommended that companies, apart from using social media to notify about job vacancies, can also develop reliable e-recruitment software to accommodate more job applications. In addition, companies are advised to provide a special space on their website or social media as a means of interaction between the company and prospective applicants. As a discussion forum for individuals interested in applying for jobs, this space also functions as a means to provide testimonials about experiences interacting with the company. Offering high salaries is a strong attraction that makes it easier for companies to attract prospective workers. Management needs to pay close attention to aspects of knowledge, skills and competencies of prospective workers, which must be adapted to the position to be filled.

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