Employer Branding Towards the Intention to Apply for a Job Through Company Reputation as Mediation Variable

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Abstract

This study aims to determine the effect of employer branding on the interest in applying for job with the company reputation as a mediating variable. This study usin type survey of quantitative research design. The research sample is 170 active students in Indonesia, for data analysis using statistical tests and calculations using SmartPLS 3.0 analysis. Based on the results of the questionnaire that has been processed using the SmartPLS tool, it shows that the employer branding variable (X) towards the interest applying for job variable (Z) is a significant influence, then the connection of the employer branding variable (X) towards the company reputation variable (Y) is significant, afterwards the company reputation variable (Y) towards the interest in applying for a job (Z) has a significant influence, subsequently shows the path connection between employer branding variable (X) towards the interest in applying for job variable (Z) through the company reputation (Y) as a mediating variable has significant influence.
Keywords: Employer branding, intention to apply, company reputation

1. INTRODUCTION

Attractiveness in applying for a job encouraged by motivation to fulfill the needs, while another reason is to fulfill the desires of the ability of the knowledge that has been studied in lecture. The intent apply for a job involves various processes of finding information both internally and externally, (Permadi & Netra, 2015) explained, the interest in applying for a job as a process of interest in having a job begins with all efforts to find information about job vacancies, based on the information obtained, prospective employees then make choices and take a decision to determine the desired company. The following are the top 8 (eight) most attractive industry of students in the world according to the 2018 Universum Talent Survey.
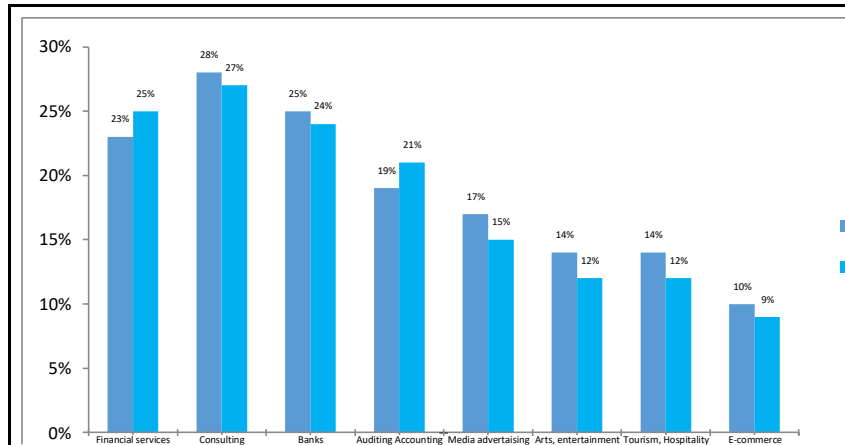
Figure 1. The industry with high demand for students in the world
Source: Universum Talent Survey 2018

Figure 1. shows that eight companies with high demand for students in the world based on the 2018 Universum Talent Survey, including financial services, consulting, banks, auditing accounting, media advertising, arts entertainment & recreation, tourism hospitality and e-commerce, showing that the percentage of years 2017 and 2018. Based on the percentage of student interest in Chart 1.1 shows an escalating and also a decreasing in each company every year, financial services for example, which increased in 2017 around 2% from 23% to 25% in 2018, unalike consulting that decreased from 2017 around 1% from 28% to 27% in 2018.

Factor that influence the process of selecting a company are company's location and the value of a company. Applicants who have good integrity will make several considerations that become a reference in choosing a workplace, such as considering several companies when applying for a job (Fridantara, 2018) when a company is considered attractive by prospective applicants, there will be a desire to apply to the company. Therefore, it can be interpreted as an intent in applying for work is a set of processes that involve consideration and information about the desired company as an ideal workplace.

For fresh graduates who do not have experience in the working world, it becomes a challenge that must be faced in the competition of the working world with limited employment. International Labor Organization (ILO) publishes, Indonesia has managed to maintain stable economic growth, but from the achievements of the last few years it has not been enough to stabilize the provision of employment which incidentally every year the number of job seekers continues to grow, in this case especially in Indonesia there are still employment gaps so it can be interpreted to be tighter competition for employment in a company that is desirable for the ideal place of work. The following are shows most

attractive industry of final years students in the world based on the 2017 Indonesia Universum Talent Survey.

Figure 2. The most attractive industry of college graduates
Source Universum Talent Survey 2017

Based on the Figure .2 of 2017 Universum Talent Survey shows that the government, banking and energy (natural resources) sectors are the top three most attractive for final year students, thus the sector has a great opportunity to get potential employees according to company needs. The government and banking sectors meet the dimensions of interest in applying for work, because the government and banking sectors provide accurate and accountable information, the need for job vacancies is always open periodically, the determination of job choices, easy to achieve for students who have just graduated, thus showing the level of intention apply for work towards a positive trend.

The government industrial sector such as banking and energy (natural resources) has a strong employer brand in the sight of job seekers. Obala & Novita (2017) said that employer branding is a sight that focuses on building an organization's image as a potential company for work. Based on Chart 1.2 of 2017 Universum Talent Survey shows that the underlying factors of the sector are in great demand by students such as government and also banking due to the suitability of work and also the needs of workers, this is in line with the concept of employer branding, such as high salaries, benefits and facilities, related to economic value, which means companies provide attractive compensation packages, job security, and prospects for a career to its employees. Allowances and facilities, related to career advancement related to development value. Defining the extent to which a company recognizes the achievements of its employees and provides career experience that can enhance the ability to act in working for the future that can make employees feel confident. Job vacancies for all fresh graduates from all majors, in addition to many vacancies for fresh graduates without work experience requirements, this relates to the interest value (interest

value) can mean the company provides many opportunities to use the creativity of its employees in developing products and services.

Employer branding strategy by company in retaining employees with embeding the company's image and competitive to the employees, this method considered effective in retaining employees or recruiting competent employees. According to Chart 1.2 the reluctance to work in the mining industry sector in relation to employer branding is the value of interest in working in remote areas the social value of having a job with a high level of risk, the value of this development is related to the pressure of work and also far from entertainment places or families which cause saturation. (Backhaus & Tikoo, 2004) explained that organizations have found that effective employer branding leads to competitive advantage, helps employees internalize company values and helps in employee retention. Employer branding leads to the company's communication strategy in providing policies to employees who are working, indirectly it will affect prospective job applicants by looking at the company's turnover itention index in maintaining the workforce. (Ahmad & Daud, 2016) said that employer branding is a new sector and can attract potential employees with the potential to change the way the company operates.

Reputation is an organizational advantage in attracting potential employees, in achieving a good reputation in the eyes of consumers, of course the company must show that the company managed has competent human resources so that it can produce products in services that have advantages compared to competitors' products, (Permadi & Netra, 2015) states that the company's reputation can be used to see the prospective employee intention for applying a job, while according to (Ratnasari, 2013) companies that do not have a good reputation will have difficulty in Employer branding is a company's communication strategy to organizational stakeholders showing that the company has a potential which mean that employer branding is a process in shaping the company's reputation. (Obala & Novita, 2017) said that potential employees will compare the company's image with their needs, personalities, and values. It can be interpreted that the company's brand values are closely related to the company's reputation. The company's obtaining the potential workforce expected by the company. According to (Fajrina, 2012) the company's reputation is a guarantee for job seekers that the vacancy information received comes from sources that have credibility.

1.1 The concepts of *Employer Branding*

Employer branding is tool to developing the company's positive image or reputation. According to (Backhaus & Tikoo, 2004), *employer branding as* a process to develop corporate image that can be defined as unique, and corporate branding as a corporate concept that differentiate it from other organizations. Employer branding is defined by Ambler and Barrow (1996) as "the package of functional, economic and psychological benefits provided by employment, and identified with the employing company". Employer branding is company's process in managing an attractive company system of employees or by prospective employees therefore company becomes attractive workplace.

1.2 The Concept of Company Reputation

The company's reputation is the perception of stakeholders regarding performance, trust in the company, communication activities by the company, and emotional feelings towards the company from time to time (Rahyuda et al., 2014). Whereas (Iswandi, Angela, 2010) defines reputation as a collection of past and present perceptions which realized by the company's stakeholders (consumers, suppliers, business partners, employees, investors and others). The corporate reputation is complex, but it will be very valuable for the survival of an organization or company if the company can managed properly.

1.3 The Concept of "the Interest of Applying for Job"

Interested in applying for a job is a process of the intent to having a job that starts from searching the job information to determine the company to be applied for (Permadi & Netra, 2015). Determine which company is the purpose of applying for job must be conduct very selectively, both from looking for job vacancy and the source of job information itself. According to (Rahyuda et al., 2014) there are several steps that prospective employees established in applying for a job, first choosing and considering the job they want, the next stage looking for information from recruitment sources made by the company, then making a choice to accept or not.

1.4 Conceptual Framework and Hypothesis

The intention in applying for job will be attractive whether the company has a good reputation, (Permadi & Netra, 2015) the reputation of company can be attractive for potential workforces. The implementation of branding principles for human resource management has been called employer branding. According to (Backhaus & Tikoo, 2004) brands can shows a positive aspects of corporate image which indirectly encourages prospective employees to choose the company as an option for applying for work. Referring to the explanation above, the theoretical framework of this study is shows by diagram 3.1.
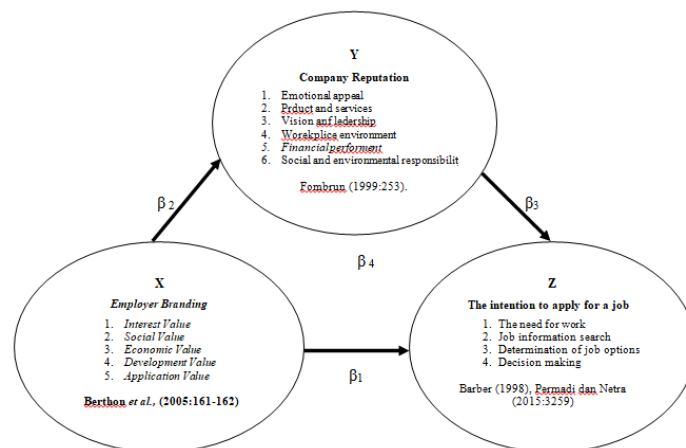

Figure 3. Frameworks for Thinking

Details :

$\beta 1$ = regression coefficient X with Y

$\beta 2$ = regression coefficient X with Z

$\beta3$ = regression coefficient Y for Z

$\beta4$ = regression coefficient X with Z with Y as the mediating variable

Based on diagram 3.1 the frameworks of thinking above can be formulated the following hypothesis:

1. Hypothesis 1: It is suspected that employer branding has a significant effect on the interest in applying for a job

   Ho1: $\beta1 = 0$, this means that employer branding does not affect the interest in applying for job.

   Ha1: $\beta1 \neq 0$, this means that employer branding has a significant effect on the interest in applying for job.

2. Hypothesis 2: It is suspected that employer branding has a significant effect on the company's reputation.

   Ho2: $\beta2 = 0$, this means that employer branding has no effect on the company's reputation.

   Ha2: $\beta2 \neq 0$, this means that employer branding has a significant effect on the company's reputation.

3. Hypothesis 3: It is suspected that company reputation has a significant effect on interest in applying for job.

   Ho3: $\beta3 = 0$, meaning that the company's reputation does not affect the interest in applying for job.

   Ha3: $\beta3 \neq 0$, this means that the company's reputation has a significant effect on the interest in applying for job.

4. Hypothesis 4: It is suspected that employer branding has a significant effect on the interest in applying for job with the company's reputation as a mediating variable.

   Ho4: $\beta4 = 0$, meaning that employer branding does not affect the interest in applying for job with the company's reputation as a mediating variable.

   Ha4: $\beta4 \neq 0$, this means that employer branding has a significant effect on the interest in applying for job with the company's reputation as a mediating variable.

2. METHOD

This research uses quantitative research design with type of survey research. According to (Sugiyono, 2013) quantitative research approach can be interpreted as a research method used to examine a particular population or sample, data collection using research instruments, statistical or quantitative data analysis with the aim to test the

hypothesis set. This study design is field research grouped in the type of survey research because researchers use surveys to obtain data and information directly on the research object by distributing questionnaires.

2.1 Population and Sample

The population in this study is an active students in Indonesia whose exact number is unknown. (Prasmawati, 2010) Recommended whether the population is unknown, the minimum sample size is five times the number of questions contained in the questionnaire while the maximum sample is ten times the number the questions contained in the questionnaire.

The minimum sample size of this study: Minimum Sample Size = 34 x 5 = 170 Maximum sample size = 34 x 10 = 340 Furthermore according to (Prasmawati, 2010) although there is no correct sample size then it states that the appropriate sample size is between 100-200 sample, according to SEM (Structural Equation Model) requirements as specified, the minimum number of respondents for this study sample is 170 respondents.

2.2 Research Instruments

Based on the description that the instruments in this study refer to international journals which are described and translated into Indonesian.

Employer Branding Variable (X)

The Employer Branding indicator refers to (Berthon et al., 2005) has dividing into five components.

1. Interest Value
2. Social Value
3. Economic Value
4. Development Value
5. Application Value

Interest variable applying for work (Z)

Indicators of Interested in Applying for Job refers to (Permadi & Netra, 2015) has dividing interest in applying for job into four indicators.

1. Need a Job
2. Search for job information
3. Make job choices
4. decision making

Company Reputation Variable (Y)

Company Reputation Indicator (Fembrun, Charles, 1999) Emotional Appeal

    1. Products and Services

    2. Vision and Leadership

    3. Workplace Environment

    4. Financial Performance

    5. Social responsibility

3. RESULTS AND DISCUSSION

3.1 Statistik Deskriptif

Thee description of the employer branding variable (X) of the employer branding variable in this study was measured using 13 statement items that had their validity and reliability tested.

Table 1
Recapitulation Score of Employer Branding Variable (X)

No	Indikator dan Pernyataan	Score	Mean
A	***Interest Value***		
1	The company produces innovative products and services	704	4.14
2	Innovative / forward-thinking company	718	4.22
3	The company values and takes advantage of employee creativity	721	4.24
B	***Social Value***		
4	Have a good relationship with co-workers	724	4.25
5	Have a good relationship with superiors	715	4.20
C	***Economic Value***		
6	Good promotion opportunities in the organization	695	4.08
7	Base salary above average	680	4
8	Attractive compensation package	664	3.90
D	***Development Value***		
9	Feel more confident about the job you have	705	4.14
10	Take pride in being able to work for an organization	686	4.03
11	Gaining career advancement experience	717	4.21
E	***Application Value***		
12	Opportunities to apply what is learned on campus	698	4.10
13	The company is socially responsible / cares about the surrounding environment	709	4.17
	Total		**9136**

	Average	4.13

Source: Data processing by Researchers (2019).

Based on table 4.3 the results of descriptive statistical analysis of the data score of the variable employer branding obtained a total score of 9,136 with an average (mean) score of 4.13. Furthermore, the results of descriptive statistical analysis obtained the highest score is 724 with an average (mean) score of 4.25 on the item statement the company appreciates and utilizes employee creativity. For the lowest score on the indicator is 664 with an average (mean) score of 3.90 on the attractive compensation package statement items.

Description of the company's reputation variable (Y) The variable of corporate reputation in this study was measured using 13 statement items that have been tested for their level of validity and reliability.

Table 2
Recapitulation Score of Company Reputation Variable (Y)

No	Indicators / Statements	Score	*Mean*
A	*Emotional Appeal*		
1	Have good feelings, pleasure or love towards the company	675	3.97
2	Have a feeling of trust in the company as a great place to work	682	4.01
3	Feelings of awe and respect for the company	668	3.92
B	*Product and Service*		
4	Assume that the company offers a high quality product or service	700	4.11
5	Assuming that companies are always innovating to develop the products or services they produce	712	4.18
C	*Vision and Leadership*		
6	Assumes that the company is running under reliable leadership	691	4.06
7	Assume that companies are adept at finding and taking advantage of existing opportunities	693	4.07
D	*Workplace* Environment		
8	Assume that the company is well managed	668	3.92
9	The company is seen as a good place to work	602	4.07
E	*Financial Performance*		
10	Assume that the company's financial performance records so far show profitability	666	3.91
11	The company's financial performance makes the company seen as a low-risk investment place	626	3.68
F	*Social, responsibility*		
12	Assumes that the organization has a responsibility for environmental problems	681	4.00

13	Assuming that the company treats the surrounding community well	664	3.90
	Total		**8818**
	Average		**3.99**

Source: Data processing by Researchers (2019)

According to the table 4.4, the results of descriptive statistical analysis of the data score the variable of corporate reputation obtained a total score of 8,818 with an average (mean) score of 3.99. Furthermore, the results of descriptive statistical analysis obtained the highest score is 712 with an average (mean) score of 4.18 on the item statement assumes that the company is always innovating to develop products or services produced. For the lowest score is 602 with an average (mean) score of 4.07 on the company statement items seen as a good place to work.

The variable description of interest in applying for job (Z) in this study was measured using 8 items of statements that had been tested for their level of validity and reliability.

Table 3
Recapitulation Score of Interest for Applying Job Variable (Z)

No	Indicators / Statements	Score	*Mean*
A	**The need for work**		
1	I want to work immediately to meet the economic needs of my family	746	4.38
2	I work for the company so that I can get a big profit	633	3.72
B	**Job information search**		
3	I look for work information on various social media	688	4.04
4	I am looking for a job in accordance with the competence of expertise	711	4.18
C	**Determination of job options**		
5	I choose a job that matches the competence of expertise	708	4.16
6	Working in accordance with skill competencies allows you to have a good career path	722	4.24
D	**Decision making**		
7	I am ready to face the competition to work in a certain company	726	4.27
8	I am confident to work in a company with the skills I have	744	4.37
	Total		**5678**
	Average		**4.17**

Source: Data processing by Researchers (2019)

According to the table 4.5, the results of the descriptive statistical analysis of the data scores for the variable interest in applying for job obtained a total score of 5,678 with an average (mean) score is 4.17. Furthermore, the results of the descriptive statistical analysis obtained the highest score is 744 with an average (mean) score of 4.37 on the item statement "Saya percaya diri untuk bekerja di perusahaan dengan ketrampilan yang dimiliki". For the lowest score is 633 with an average (mean) score of 3.72 on the statement item "Saya bekerja di perusahaan supaya mendapatkan keuntungan yang besar".

3.2 Description of Research Variables Based on Time Zones

Description of research variables according to the time zones which are divided into three regions in Indonesia, namely Western Indonesia, Central Indonesia and Eastern Indonesia as set forth in Diagram 4.1.
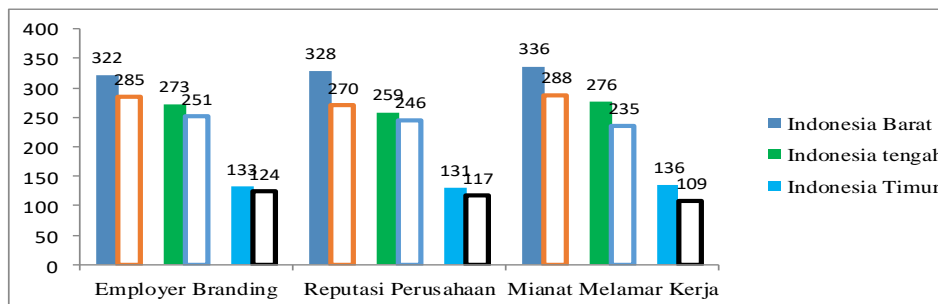

Figure 4. Research Variables Based on Time Zones
Source: Data processing by Researchers (2019).

Description of the employer branding variable (X), located on Western Indonesia, the highest points is represented by constructs (X4) with 322 points and the lowest points are represented by constructs (X8) with points 285. In Central Indonesia, the highest points is represented by constructs (X3) with points 273 and points the lowest is represented by constructs (X8) with points 251, and in Eastern Indonesia, the highest points represented constructs (X4) and (X11) with points 133 and the lowest points are represented by constructs (X5) with points 124.

Description of the variable of corporate reputation (Y) located on Western Indonesia, the highest points is represented by constructs (Y5) with 328 points and the lowest points is represented by constructs (Y11) with points 270. According to the Central Indonesia, the highest points is represented by constructs (Y7) and (Y9) with points 259 and the lowest points is represented by constructs (Y13) with 246 points, and out from Eastern Indonesia, the highest points is represented by constructs (Y9) with 131 points and the lowest points is represented by constructs (Y12) with points 117.

Description of the variable applying for job (Z) located on Western Indonesia, the highest points is represented by constructs (Z1) with 336 points and the lowest points is represented by constructs (Z2) with points 288, out from the Central Indonesia, the highest points is represented by constructs (Z1) and (Z8) with points 276 and the lowest points is represented by constructs (Z2) with points 235, and coming from Eastern Indonesia the highest points is represented by constructs (Z8) with points 136 and the lowest points is represented by constructs (Z2) with points 109.

3.3 Description of the Age Variable

Description of research variables conducted on age <20 years, 20-29 years, 30-37 years and 38-49 years as stated in Diagram 4.2:
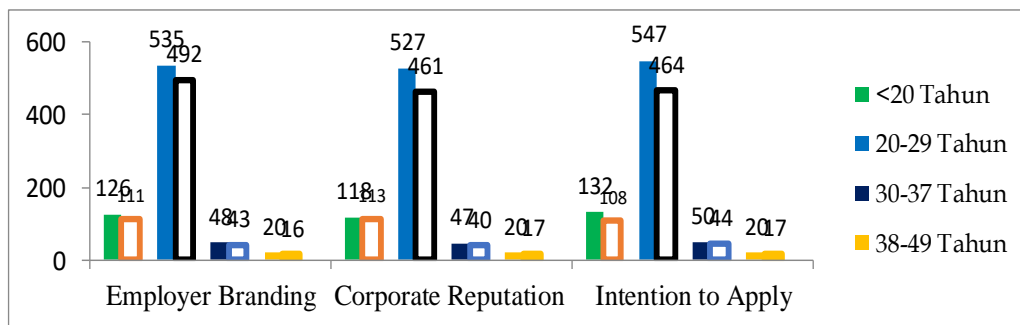

Figure 5. Research Variables Based on age
Source: Data processing by Researchers (2019)

Connected with table 4.2 the description of the employer branding variable (X) at the age group <20 years is the highest point represented by the construct (X5) with 126 points and the lowest point is represented by the construct (X7) with point 111. At the age of 20-29 years, the highest point is represented by the construction (X4) with 535 points and the lowest points is represented constructs (X8) with 492 points. At the age of 30-37 years the highest points are represented by constructs (X2) with 48 points and the lowest points are represented by constructs (X7) and (X8) with points 43, and at the age of 38-49 years the highest points is represented by constructs (X4) and (X5) with 20 points and the lowest points is represented by constructs (X8) with 16 points.

Description of the variable of corporate reputation (Y), at the age <20 years the highest point is represented by the construct (Y12) with 118 points and the lowest point is represented by the construct (Y10) with points 113, coming from age of 20-29 years the highest points is represented by the construct (Y5) with points 527 and the lowest points is represented by constructs (Y11) with points 461, at the age of 30-37 years the highest points is represented by constructs (Y5) with points 47 and the lowest points are represented by constructs (Y11) with points 40, and at the age of 38-49 years the highest points is represented construct (Y1) with point 20 and the lowest point is represented by construct (Y11) with point 16.

Description of variable applying for job (Z) coming from age <20 years, the highest points is represented by constructs (Z1) with 132 points and the lowest points is represented by constructs (Z3) with points 113, at the age 20-29 years the highest points is represented by constructs (Z1) with points 547 and the lowest points is represented by constructs (Z2) with points 464, at the the age of 30-37 years the highest points is represented by constructs (Z1) and (Z6) with points 50 and the lowest points is represented by constructs (Z2) with points 44, and at the age 38- 49 years the highest points represented constructs (Z6), (Z7) and (Z8) with points 20 and the lowest points represented constructs (Z1), (Z2) and (Z3) with points 17.

3.4 Structural Model Design (Inner Model)

The latent variable construct along with its manifest variable (indicator) is the exogenous latent variable employer branding (X) towards the endogenous latent variable interest in applying for job (Z) with the mediating variable of the reputation of company (Y). Regarding to the explanation, the structural model that is suitable for this research as follows:
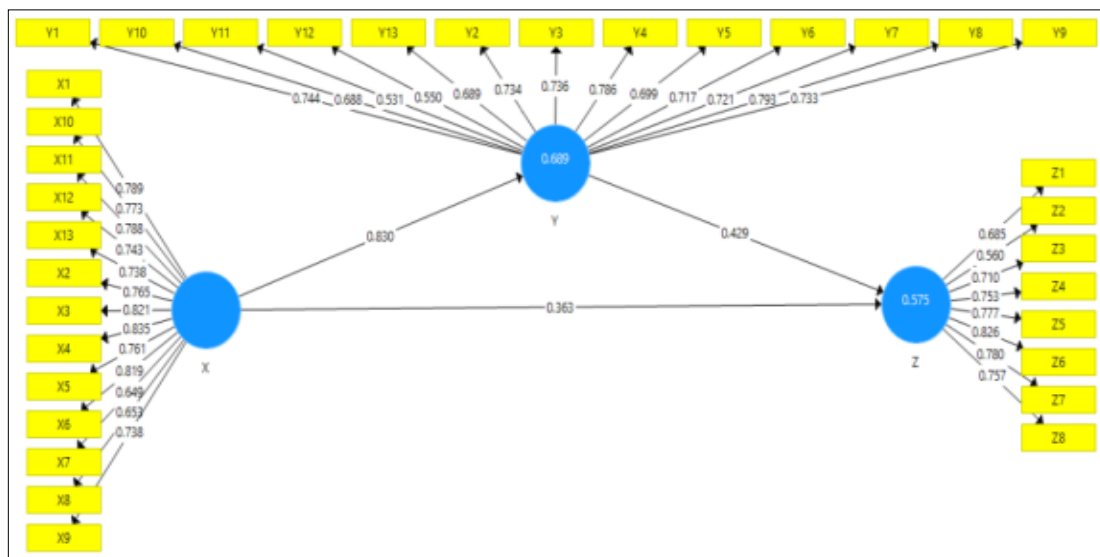

Figure 6. Initial Design of Structural Models
Source: Primary data processed. 2019

Proceeding from Figure 4.2, all the constructs of variables have fulfill the conditions as follow construct values> 0.5. The variable employer branding is (X) the highest indicator value is represented by the construct X4 0.835 and the lowest indicator value is represented by the construct X7 0.649, the reputation company variable (Y) the highest indicator value is represented by the construct Y8 0.793 and the lowest indicator value is represented by the construct Y11 0.531, and the variable interest in applying for job X7 0.649, the variable company reputation (Y) (Z) the highest indicator value is represented by construct Z6 0.826

and the lowest indicator value is represented by construct Z2 0.560. Thus, the construct has fulfill the standard or > 0.5 of each indicator variable.

3.5 Measurement Model (Outer Model)

The measurement model defines to how each block of indicators has connected with its latent variable, constructs a path diagram, draws a path diagram from an estimated model, converts path charts to an equation system, and the following results show:
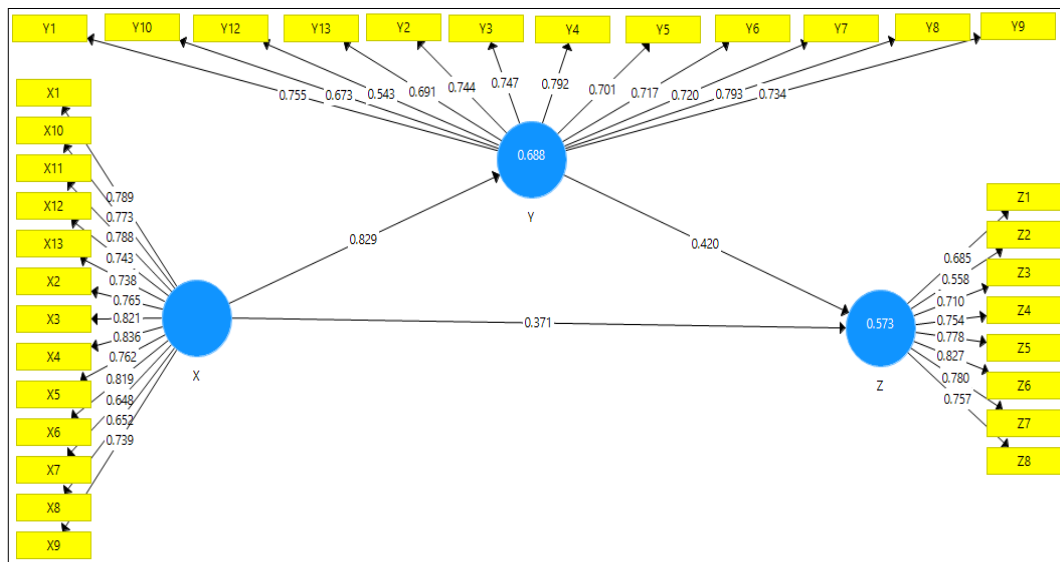

Figure 7. Output Loading Factor Design
source: primary data processed 2019

Related to the output figure 4.3, shows the average variance extract (AVE) value of variables that do not eligible with the requirements such as the reputation of company variable (Y) with a value of AVE <0.5. According to (Abdillah, 2015) AVE score must be> 0.5. In case that the loading score <0.5 indicator can be removed from the construct because the indicator is not filled into the construct that represents it. Therefore, the indicator of the reputation of company variable (Y) must be removed with the smallest construct value, including the Y11 construct with 0.531 points. Within the Average Variance Extract (AVE) values for each of the 170 respondents' analysis results with the removal of one variable construct as follow:

Table 4
Output values of Average Variance Extract (AVE)

Variable	Average Variance Extract AVE)

Employer branding	0.580
Intent to Apply a Job	0.519
Company Reputation	0.540

Source: Primary data processed. 2019

According to the table 4.7, the value of AVE (average variance extract) in each variable shows a value> 0.5. Employer branding variable (X) AVE value of 0.580, variable interest in applying for job (Z) value. AVE 0.519 and the company reputation variable (Y) value AVE 0.540. Herewith the variables used as research fulfill the requirements and it understanding as valid or connected each others.

3.6 Reliability Test

Table 5
Test Results of Latent Reliability Variable

	Cronbach's Alpha	Composite Reliability	Information
Employer Branding (X)	0.939	0.947	Reliabel
Intent to Apply a Job (Y)	0.914	0.928	Reliabel
S Company Reputation (Z)	0.876	0.903	Reliabel

Source: Primary data processed. 2019

According to the Table 4.9, cronbach alpha value of all variables is more than 0.6, it means that the variables in this study are reliable to be used as further research. Besides, the composite reliability value of all variables shows more than 0.7, which means the variables in this study are reliable. According to (Abdillah, 2015) cronbach's α (alpha) is a statistical technique used to measure internal consistency in testing instrument reliability or psychometric data. Admittedly as reliable construct, then Cronbach alpha value must be> 0.6 and the composite reliability value must be> 0.7.

3.7 Evaluation of Structural Model (*Inner Model*) R-*squared* (R²)

Table 6
Output Calculation of R^2

Variable	R Square
Company Reputation	0.688
Intent to Apply a Job	0.573

Source: Primary data processed. 2019

R-squared (R²) value is used to measure the influence of the particular independent latent variable towards the dependent latent variable. According to (Ghozali, 2006) R² results of 0.670 indicate the categorized is a good model. Based on Table 4.10 shows the value of 0.688 for the company reputation variable implies that employer branding is be able to explain the company reputation variance of 68.8%. R value is also found in the variable of applying for job which is influenced by employer branding through the company reputation as a mediating variable of 0.573. Rather the influence of employer branding on the interest in applying for job through the company reputation as a mediating variable by 57.3%.

3.8 Test of Significance

Table 7
Calculation results of *Bootstrapping* and *Specific Indirect Effects*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Employer branding(X) → Company Reputation (Y)	0.829	0.828	0.033	24.931	**0.000**
Employer branding(X) → Intent to Apply a Job (Z)	0.720	0.718	0.047	15.281	**0.000**
Company Reputation (Y) → Intent to Apply a Job (Z)	0.420	0.412	0.102	4.102	**0.000**
Employer branding(X) → Company Reputation (Y) → Intent to Apply a Job (Z)	0.348	0.342	0.088	3.948	**0.000**

Source: Primary data processed. 2019

Based on Table 4.11 before testing the hypothesis, it is acknowledged that the variable is can be significant whether the P-Value is less than 0.5 and the T-table for the certainty level of 95% (by 5%) out of 170 is 1,974. In the event that the P-Value is more than 0.5 and the T-statistic is smaller than the T-table value (T-statistic is less than 1,974), then Ho is accepted

and Ha is rejected. It means there is no significant effect. In case the P-Value is less than 0.5 and the T-statistic is greater or equal to the T-table (T-statistic more than 1,974), then Ho is rejected and Ha is accepted. It means there is a significant influence (Ghozali, 2006).

3.9 Employer branding (X) towards the company reputation (Y)

According to the Table 4.11, the hypothesis testing employer branding variable (X) towards the company's reputation variable (Y). Based on the results of data processing in Table 4.11 P-Value and T-statistics for the employer branding variable (X) to the company's reputation variable (Y) of 0,000 less than 0.5 and 24,931 more than the T-table of 1,974. The original sample estimate value shows 0.829 which indicates that path connection between the employer branding variable (X) and the company reputation variable (Y) has a significant influence. Therefore Ha is accepted in the research.

3.10   Employer branding (X) towards interest for applying for job (Z)

Hypothesis testing of employer branding variable (X) towards the interest in applying for job variable (Z). Based on the results of data processing Table 4.11 P-Value and T-statistics for employer branding variable (X) towards the of interest for applying for job variable (Z) of 0,000 less than 0.5 and 15,281 more than T-table 1,974. The original sample estimate value shows 0.720 which indicates that the path connection between the employer branding variable (X) towards the interest to apply for job variable (Z) is significant. Thereby Ha is accepted in the research.

4.1 Company reputation (Y) towards interest in applying for job (Z)

Testing the hypothesis of the company reputation variable (Y) towards the interest in applying for job variable (Z). Based on the results of data processing Table 4.11 P-Value and T-statistics for the company reputation variable (Y) towards the interest in applying for job variable (Z) of 0,000 less than 0.5 and 4.102 more than the T-table of 1,974. The original sample estimate value shows a value of 0.420 which indicates that the path connection of the company reputation variable (Y) to the interest applying for job variable (Z) is significant. Therefore Ha is accepted in the research.

4.2 Employer branding (X) towards the company reputation (Y) towards the interest in applying for job (Z)

Hypothesis testing of employer branding variable (X) towads the of interest in applying for job variable (Z) agaits the company reputation (Y) as a mediating variable. Based on the results of data processing Table 4.11 P-Value and T-statistics for the employer branding

variable (X) to the interest of applying for job variable (Z) towards the company reputation (Y) as a mediating variable 0,000 less than 0.5 and 3,948 more than T- table 1,974. The original sample estimate value shows 0.348 which indicates that the path connection between the employer branding variable (X) and the interest of applying for job variable (Z) againts the company reputation (Y) as a mediating variable has significant. Hence Ha is accepted in the research.

4. CONCLUSION AND IMPLICATIONS

In accordance with the research results and discussion of employer branding towards the interest in applying for job with the company reputation as a mediating variable, research on active students in Indonesia using 170 sample respondents, who are an active students and preferably at least fulfiling the thesis requirement. It can be summarized as follows:

1. The results of descriptive statistical analysis show the employer branding variable (average score 4.13). Indicates that the students in Indonesia give a great attention in choosing job in the companies that has employer branding strategies in other words companies that have a good work system and a good corporate reputation are more desirable by an active students in Indonesia.

2. The results of the descriptive statistical analysis show the the company reputation variable (an average score of 3.99). Indicates that the companies that have a good reputation will be very easier to be recognized and demanded by job seekers, especially an active students in Indonesia as it stands as the objects of this research.

3. The results analysis calculations of bootstrapping and specific indirect effects such as :
   a. Employer branding (X) has a significant effect towards the company reputation (Y).
   b. Employer branding (X) has a significant effect towards interest in applying for job (Z).
   c. Company reputation (Y) has a significant effect towards interest in applying for job (Z).
   d. Employer branding (X) has a significant effect towards interest in applying for job (Z) over the company reputation (Y) as a mediating variable.

Referring to the research results, there are several proposition that can be considering for further research, for instance :

a. Future studies are expected to carry out more detailed research and have more accurate sources.

b. Future studies are expected to be more detailed in including the sampling criteria hence the targets and answers produced will be more optimum.

c. As a material consideration for companies to carry out employer branding strategies in particularly to improving and attracting the competent resources.

d. Employer branding and company reputation can be used as a benchmark in attracting and retaining those potential employees.

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