



THE INFLUENCE OF EMPLOYER BRANDING AND WORK READINESS ON THE INTENTION TO APPLY (A CASE STUDY ON STUDENTS OF THE 2022 COHORT OF THE MANAGEMENT STUDY PROGRAM)

Kania Ayu Ningsih^{1*}, Zakiyyah Nur Oktaviani²

^{1,2}Faculty of Economics and Business, Universitas Siliwangi, Tasikmalaya, Indonesia

^{*}223402083@student.unsil.ac.id

Abstract. This study aims to evaluate the influence of employer branding and work readiness on the intention to apply among the class of 2022 students of the Management Study Program at Siliwangi University, emphasizing the direct, simultaneous, and mediating effects of the work readiness variable. This research employs a quantitative approach with a population of 382 students and a sample of 80 respondents selected through purposive sampling technique. Primary data was collected using a Likert scale questionnaire and then analyzed using descriptive statistics, the Successive Interval Method, and path analysis with the assistance of SPSS version 27 software. The results indicate that employer branding has a positive and significant effect on the intention to apply (path coefficient 0.398; total effect 0.2734), while work readiness has a stronger influence (path coefficient 0.467; total effect 0.4982). Collectively, these two variables explain 60.9% of the variation in the intention to apply (Adjusted $R^2 = 0.619$), while the remaining 22.8% is influenced by other variables. This study contributes to the development of human resource management literature, encourages students to enhance their soft skills and internship experiences, assists companies in designing better recruitment strategies, and encourages universities to refine their curriculum to reduce graduate unemployment rates.

Keywords: Employer Branding; Work Readiness; Intention to Apply.

1 Introduction

The advancement of digital technology has driven the transformation of the employment sector through digital platforms that change job search patterns and talent recruitment. In Indonesia, the number of higher education graduates continues to increase, but labor absorption by the job market is not yet balanced. Diploma I/II/III graduates recorded an open unemployment rate (TPT) of 4.79% in 2023, while university graduates had 5.18%, rising to 4.83% and 5.25% in 2024 (Badan Pusat Statistika, 2024). In Tasikmalaya City, the TPT reached 6.49% (Badan Pusat Statistika Kota Tasikmalaya, 2024), indicating the complexity of the local job market. This increase reflects the mismatch between graduates' competencies and industry expectations, as mentioned by Ramadhania & Dewi (2017), which causes difficulties in obtaining suitable jobs and impacts the quality of human resources as well as national competitiveness.

This condition is also evident among students of the 2022 Management cohort at Siliwangi University face limited access to national internships, reducing exposure to large companies and leading to low confidence, minimal practical experience, and weak software skills. The dominance of small and informal industries in the local labor market further limits opportunities aligned with their career aspirations. These conditions make work readiness essential, while employer branding and organizational reputation continue to support students intention to apply (Thang & Trang, 2024), while work readiness is closely related to self-efficacy and career outcome expectations (Gunawan et al., 2024).

***The Influence of Employer Branding and Work Readiness on The Intention to Apply
(A Case Study on Students of the 2022 Cohort of The Management Study Program)***

Theory of Planned Behavior (TPB) is employed as the grand theory. This theory posits that behavioral intention in this case, the intention to apply for a job is determined by three core constructs: attitude toward the behavior, subjective norms, and perceived behavioral control (Bosnjak et al., 2020). In the context of the present study, employer branding primarily fosters favorable attitudes toward the organization, whereas social media recruitment strengthens perceived behavioral control by providing accessible and transparent job-related information. Subjective norms are shaped by significant referents (peers, family, and lecturers) who endorse particular employers. Consistent with this framework, demonstrated that attitude, subjective norms, and self-efficacy significantly predict students' career related intentions, underscoring that both internal dispositions and external social influences jointly reinforce actual job pursuit behavior (Wu, 2024).

Social Cognitive Career Theory (SCCT) serves as the middle-range theory (Lent, 2020). SCCT emphasizes that career interests and choices are shaped by the interaction of self-efficacy, outcome expectations, and personal goals. In this model, employer branding operates as an environmental input that strengthens positive outcome expectations, while perceived job readiness reflects self-efficacy related to one's competitive abilities. Together, these factors reinforce goal-setting processes that appear as intention to apply. Prior studies confirm that high self-efficacy and favorable outcome expectations enhance career decision-making and job pursuit intentions among students (Wang et al, 2023).

Employer branding refers to organizational efforts to build an attractive workplace image and communicate it to individuals with competencies aligned with organizational goals, emphasizing reputation-based attraction rather than direct promotion (Mosley & Schmidt, 2017). This construct is assessed through five dimensions: interest value, social value, economic value, development value, and application value (Honanta et al., 2025). Prior findings demonstrate that employer branding positively influences intention to apply (Nguyen & Huynh, 2022). Meanwhile, in another study it is stated that employer branding has a negative or significant effect on intention to apply (Safitri & Novianti, 2024).

Work readiness refers to the combination of skills, knowledge, and attitudes that equip individuals or students to engage effectively in the labor market and make meaningful contributions to organisational objectives (Pham, 2024). As a multidimensional construct, it includes self-perceived personal attributes, comprehension of workplace norms and procedures, general competence, and the capacity to adapt and interact successfully in professional settings (Orr et al., 2023). Work readiness can be measured through several indicators, namely technical competence, interpersonal skills, psychological readiness, and awareness of work protocols (Caballero et al., 2010). Previous research mentions that work readiness has a positive influence on intention to apply (Sastra & Nuraya, 2025). Meanwhile, in other research, it is stated that work readiness has a negative influence on intention to apply (Fernández-Valera et al., 2020).

Intention to apply is the willingness of students to submit applications after considering job attributes and employer branding activities conducted by the company (Nurfaizi & Ikhrum, 2024). Interest in applying for jobs can be measured through several indicators, namely attraction to the company, readiness to submit applications, and career expectations (Soeling et al., 2022; Abanan et al., 2024). Previous research mentions that employer branding has a positive influence on intention to apply, whereas in other research, it is stated that employer branding has a negative or insignificant influence on intention to apply (Nguyen & Huynh, 2022; Safitri & Novianti, 2024). Work readiness

The Influence of Employer Branding and Work Readiness on The Intention to Apply (A Case Study on Students of the 2022 Cohort of The Management Study Program)

has a positive influence on intention to apply, whereas in other research, it is stated that work readiness has a negative influence on intention to apply (Sastra & Nuraya, 2025; Fernández-Valera et al., 2020).

Based on the explanation above, the main gap lies in the inconsistency of previous study findings, where employer branding and work readiness show a positive influence on intention to apply (Nguyen & Huynh, 2022; Safitri & Novianti, 2024), but in other studies, they have a negative or insignificant influence (Sastra & Nuraya, 2025; Fernández-Valera et al., 2020). This, the author views that the influence of employer branding and work readiness on intention to apply is contextual and needs to be empirically examined to determine the direction and strength of its influence on the 2022 cohort students of the Management Study Program at Siliwangi University.

2 Research Method

This This research was conducted at Siliwangi University, located at Jalan Siliwangi No. 24, Kahuripan, Tawang District, Tasikmalaya City, West Java Province, and was carried out over a period of three months, from September to November 2025. This study employed a quantitative research method. Primary data were collected through the distribution of Likert-scale questionnaires to students of the 2022 cohort in the Management Study Program. The population of this study consisted of 382 students, while the sample was determined using purposive sampling with the criterion of 2022 cohort students in the Faculty of Economics (Sugiyono, 2023:131). Based on the calculation using the Slovin formula with a 10% margin of error, a sample of 80 respondents was obtained.

Data analysis was conducted using two approaches: descriptive analysis through frequency distribution to describe the characteristics of the data, and path analysis to examine the relationships among variables. Prior to these stages, validity and reliability tests were performed to ensure that each questionnaire item accurately measured the intended construct. All collected data were then processed using the Successive Interval Method (MSI) as a step to transform Likert-scale data and were analyzed using SPSS version 27. Furthermore, hypothesis testing was carried out using the t-test to determine the partial effect of each variable and the F-test to assess the simultaneous effect. Thus, the analytical procedures applied refer to the research model that illustrates the influence of the independent variables on the dependent variable through a path analysis approach, as shown in Figure 1.

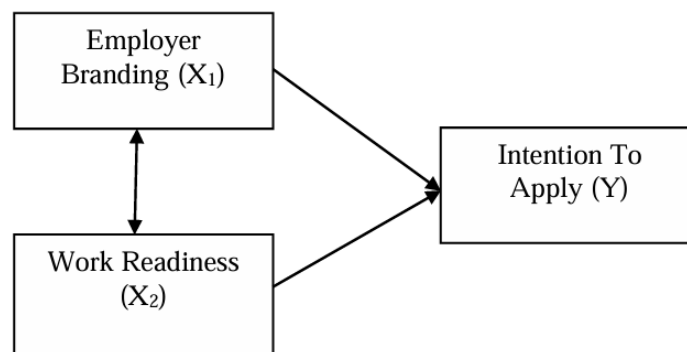


Fig 1. Research Model

***The Influence of Employer Branding and Work Readiness on The Intention to Apply
(A Case Study on Students of the 2022 Cohort of The Management Study Program)***

3 Results and Discussion

This study aims to analyze the relationship between variables using path analysis with the help of SPSS version 27 software. Data were obtained through a questionnaire measuring employer branding, work readiness, and interest in applying for work with 80 respondents who were students of the 2022 Management Study Program at Siliwangi University. After testing, the following research results were obtained.

Table 1. Validity Test and Reliability Statistics

Validity Test					
Variables	Number of Items	Range of R-count (Pearson Correlation)	R-table	Sig. (2-tailed)	Remarks
Employer Branding (X ₁)	10	0.602 – 0.766	0.220	< 0.05	All items valid
Work Readiness (X ₂)	8	0.652 – 0.825	0.220	< 0.05	All items valid
Intention to Apply (Y)	6	0.668 – 0.812	0.220	< 0.05	All items valid
Reliability Statistics					
Variables	Cronbach's Alpha		N of Items		
Employer Branding (X ₁)	.878		10		
Work Readiness (X ₂)	.891		8		
Intention to Apply (Y)	.813		6		

3.1 Validity Test

Validity testing was conducted to ensure that each statement in the research instrument accurately measured the intended construct. Based on the results of the Pearson correlation analysis using SPSS, all items in the variables Employer Branding (X₁), Work Readiness (X₂), and Intention to Apply (Y) were found to be valid. This conclusion is supported by the fact that the calculated r-values for all items exceeded the r-table value of 0.220, and each item showed a significance value (Sig. 2-tailed) of less than 0.05. Specifically, the item–total correlation values ranged from 0.602 to 0.766 for variable X₁, from 0.652 to 0.825 for variable X₂, and from 0.668 to 0.812 for variable Y. These results indicate that every item has a strong and significant correlation with its corresponding variable's total score. Therefore, all statement items across the three variables are confirmed to be valid and appropriate for use in this study.

3.2 Reliability Test

In this study, a questionnaire was used as a tool to measure three main variables, namely Employer Branding (X₁), Work Readiness (X₂), and Interest in Applying for a Job (Y). Before analyzing the hypotheses, a reliability test was conducted to ensure that all items in the questionnaire had good internal consistency in measuring each variable. The reliability test results showed Cronbach's Alpha values of 0.878 for variable X₁ with 10 items, 0.891 for X₂ with 8 items, and 0.813 for Y with 6 items. All of these values exceeded the minimum reliability threshold of 0.70, making them reliable or very good. Thus, it can be concluded that each statement item in the questionnaire has a high level of consistency, is capable of providing stable and reliable data, and is suitable for further analysis in this study.

***The Influence of Employer Branding and Work Readiness on The Intention to Apply
(A Case Study on Students of the 2022 Cohort of The Management Study Program)***

3.3 Path Analysis

The calculation of the coefficient between Employer Branding and Work Readiness on Job Application Interest among students of the 2022 Management Study Program can be seen in the results of the model summary table, ANOVA, and coefficient.

Table 2. Model Summary, ANNOVA, Coefficients and Bootstrap for Coefficients

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
	.786 ^a	.619	.609	2.41019	
ANNOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	725.235	2	362.617	62.423	<.001 ^b
Residual	447.293	77	5.809		
Total	1172.527	79			
Coefficients					
Model	Unstandardized B	Coefficients Std.Error	Standardized Coefficient Beta	t	Sig.
(Constant)	3.371	1.654		2.038	.045
X ₁	.251	.059	.398	4.293	<.001
X ₂	.333	.066	.467	5.098	<.001
Bootstrap for Coefficients					
Model	B	Bias	Bootstrap ^a Sig. (2-tailed)	95% Confidence Interval	
				Lower	Upper
(Constant)	3.371	.023	.035	.536	6.791
X ₁	.251	.000	<.001	.151	.352
X ₂	.333	-.001	<.001	.212	.458

Model Summary

The R Square value in the model summary table is 0.619, indicating that variables X₁ and X₂ are able to explain 61.9% of the variation in variable Y, while the rest is influenced by other factors not examined in this study.

ANNOVA

It can be concluded that employer branding and work readiness have a significant influence on job application interest, because the significance value is < 0.001 (less than 0.05).

Coefficients

The standard coefficient (Beta) value shows that X₁ has an effect of 0.398 on Y, while X₂ has an effect of 0.467 on Y. Based on these results, it can be concluded that both independent variables have a positive effect on Y, with X₂ showing a more dominant effect than X₁.

Bootstrap for Coefficients

The results of the robustness check using bootstrapping with 1,000 replications show that the coefficients for employer branding (B = 0.251; 95% CI = 0.151–0.352) and work readiness (B = 0.333; 95% CI = 0.212–0.458) do not cross zero, indicating that all

***The Influence of Employer Branding and Work Readiness on The Intention to Apply
(A Case Study on Students of the 2022 Cohort of The Management Study Program)***

effects are stable and significant ($p < 0.001$). Therefore, the research model can be considered robust, and the analysis results are reliable.

The following is a visualization of the relationship between employer branding, work readiness, and interest in applying for jobs based on the results of data processing shown in the image.

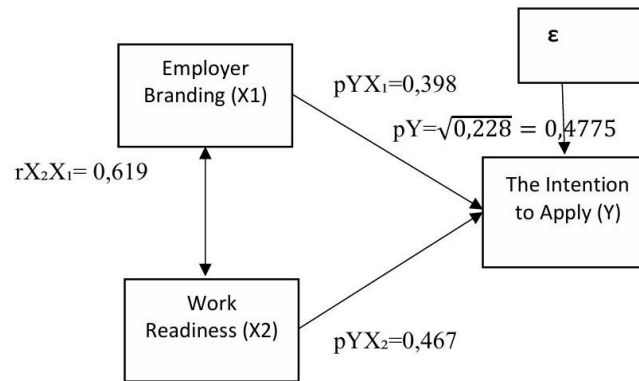


Fig 2. Structural Path Coefficients of the Relationship Between Variables X_1 , X_2 , and Y

Next, after conducting a path analysis test, the direct and indirect effects between employer branding (X_1) and work readiness (X_2) on interest in applying for a job (Y) can be calculated in the table below.

Table 3. The effect of X_1 and X_2 on Y

No	Variable Name	Formula	Result
1.	Employer Branding (X_1)		
a.	The effect of X_1 on Y	$(0,398) (0,398)$	0,1584
b.	Indirect effect of X_1 through X_2	$(0,398) (0,619) (0,467)$	0,1150
	The Effect of X_1 Total on Y	$0,1584 + 0,1150$	0,2734
2.	Work Readiness (X_2)		
c.	The direct effect of X_2 on Y	$(0,619) (0,619)$	0,3832
d.	Indirect effect of X_2 through X_1	$(0,467) (0,619) (0,398)$	0,1150
	The Effect of Total X_2 on Y	$0,3832 + 0,1150$	0,4982
3.	Total Effect of X_1 and X_2 on Y	$0,2734 + 0,4982$	$0,7716 \approx 0,772$
4.	Other effects that were not studied	$1 - 0,772$	0,228

Based on the results of calculating the direct and indirect effects between the research variables presented in Table 2, the following conclusions can be drawn.

3.4 Discussion

Direct Effect of Employer Branding (X_1) on The Intention to Apply

The results of this study indicate that Employer Branding (X_1) has a positive and significant effect on Job Application Interest (Y) with a path coefficient value of 0.398 and a significance value of <0.001 . This means that the better the image and reputation of the company in the eyes of prospective applicants, the greater the interest of students in applying for jobs at that company. These results are consistent with employer branding theory, which states that a company's reputation plays a major role in shaping job interest (Nguyen & Huynh, 2022). Thus, the more positive the employer branding perceived by

The Influence of Employer Branding and Work Readiness on The Intention to Apply (A Case Study on Students of the 2022 Cohort of The Management Study Program)

students, the higher their interest in becoming part of the company. This finding is in line with previous research, which shows that employer branding has a positive and significant influence on interest in applying for jobs (Nguyen & Huynh, 2022).

Direct Effect of Work Readiness (X_2) on The Intention to Apply

The results of this study indicate that Work Readiness (X_2) has a positive and significant effect on The Intention to Apply (Y), with a path coefficient value of 0.467 and a significance value of < 0.001 . This shows that the higher the work readiness of students in terms of ability, skills, knowledge, and self-confidence, the greater their interest in applying for jobs. These results also show that the influence of work readiness is more dominant than employer branding, as seen from the higher path coefficient value ($0.467 > 0.398$). This finding is in line with previous research, which shows that work readiness has a positive and significant effect on interest in applying for jobs (Sastra & Nuraya, 2025).

The Indirect Effect of Employer Branding (X_1) on The Intention to Apply through Work Readiness (X_2)

The results of this study indicate that the indirect effect of Employer Branding (X_1) on The Intention to Apply (Y) through Work Readiness (X_2) is 0.1150. Thus, the total effect of Employer Branding on Job Application Interest reaches 0.2734, which is a combination of a direct effect of 0.1584 and an indirect effect of 0.1150. These results show that employer branding not only directly increases job-application interest but also boosts it by enhancing students' work readiness. Seeing a company as positive and supportive motivates students to strengthen their skills, making employer branding an external driver of their preparation for the workforce.

The Indirect Effect of Work Readiness (X_2) on The Intention to Apply through Employer Branding (X_1)

The results of this study indicate that the indirect effect of Work Readiness (X_2) on The Intention to Apply (Y) through Employer Branding (X_1) is 0.1150, while the total effect of work readiness on interest in applying for a job is 0.4982 (a combination of the direct effect of 0.3832 and the indirect effect of 0.1150). These findings suggest that work readiness not only directly increases student interest in applying for jobs but also amplifies the influence of employer branding. Students with higher readiness more easily appreciate a company's positive qualities, making them more likely to apply.

Robustness Test

The Bootstrap for Coefficients analysis was carried out as a robustness test to ensure that all regression coefficients are stable and not influenced by any specific data distribution. The bootstrap results with 1,000 replications show that the Employer Branding (X_1) coefficient remains significant with $B = 0.251$, bias = 0.000, $p < 0.001$, and a 95% confidence interval ranging from 0.151 to 0.352, which does not cross zero. A similar result was found for Work Readiness (X_2), which has $B = 0.333$, bias = -0.001, $p < 0.001$, and a 95% confidence interval between 0.212 and 0.458. The absence of confidence intervals crossing zero indicates that all coefficients are stable, reliable, and

The Influence of Employer Branding and Work Readiness on The Intention to Apply (A Case Study on Students of the 2022 Cohort of The Management Study Program)

consistent across repeated samples. Therefore, the path analysis results in this study can be considered strong (robust) and credible as representations of the relationships among variables.

4 Conclusion and Recommendations

Based on the results of data analysis, hypothesis testing, and discussion, several conclusions can be drawn. First, Employer Branding has a positive and significant effect on Intention to Apply. The findings indicate that the more favorable a company's image, reputation, and overall attractiveness appear to students, the stronger their intention to apply. This underscores employer branding as a key external factor shaping applicants' perceptions. A strong organizational reputation not only signals excellence but also builds trust and a sense of pride among prospective applicants. Second, Work Readiness has a positive and significant effect on Intention to Apply. The results show that stronger work readiness, reflected in technical, interpersonal, and confidence-based skills, leads to a higher intention to apply. As a key internal factor, work readiness exerts a greater influence than employer branding, emphasizing the central role of personal attributes in job application decisions.

Third, Employer Branding has an indirect effect on Intention to Apply through Work Readiness. This suggests that employer branding not only directly increases intention to apply but also enhances it indirectly by improving students' work readiness. When a company is perceived as reputable and offering clear development opportunities, students become more motivated to prepare themselves, making employer branding a driver of both work readiness and application intention. Fourth, Work Readiness also has an indirect effect on Intention to Apply through Employer Branding. Students with higher levels of work readiness are more responsive to the positive attributes communicated through employer branding, which enhances their interest in applying to companies they perceive as credible and aligned with their career goals. Thus, work readiness strengthens students' positive perceptions of an organization's employer brand. Overall, the study shows that Employer Branding (X1) and Work Readiness (X2) jointly have a positive and significant effect on Intention to Apply (Y), explaining 77.2% of the variance, while the remaining 22.8% is influenced by factors outside the model. These results highlight that both organizational image and individual preparedness are central determinants of students' job application intentions.

Based on the findings of this study, several recommendations are proposed. Companies are encouraged to develop more effective employer branding strategies by enhancing their public image, maintaining a supportive work environment, and providing clear career development pathways to attract qualified student applicants. Students should enhance their work readiness by developing relevant competencies through training, internships, career seminars, and organizational involvement, as well as by strengthening both technical and non-technical skills to remain competitive in an increasingly demanding labor market. Universities may use these findings as a basis for refining their curricula by prioritizing soft skills, practical knowledge, and psychological preparedness, while expanding collaboration with industry through internships, career development programs, and campus hiring initiatives to improve graduate employability. Future researchers are advised to extend this study by incorporating other variables, such as work

***The Influence of Employer Branding and Work Readiness on The Intention to Apply
(A Case Study on Students of the 2022 Cohort of The Management Study Program)***

motivation, organizational experience, salary expectations, and social environment, and by involving broader student populations to generate more generalizable and representative findings.

References

- Abanan, M. Z. R., Moko, W., Firanda, B. S., & Aini, M. F. (2024). Organizational Attractiveness, Social Media, and Corporate Reputation as Employer Branding Mediation on Intention to Apply for a Job. *Reviu Akuntansi, Manajemen, Dan Bisnis*, 4(2), 187–196. <https://doi.org/10.35912/rambis.v4i2.3781>
- Badan Pusat Statistika. (2024). *Tingkat Pengangguran Terbuka Berdasarkan Tingkat Pendidikan*. <https://www.bps.go.id/id/statistics-table/2/MTE3OSMy/tingkat-pengangguran-terbuka-berdasarkan-tingkat-pendidikan.html>
- Badan Pusat Statistika Kota Tasikmalaya. (2024). *Tingkat Pengangguran Terbuka Kota Tasikmalaya*. <https://tasikmalayakota.bps.go.id/id/statistics-table/2/MTIzIzI=/tingkat-pengangguran-terbuka-kabupaten-kota-.html>
- Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). *Editorial The Theory of Planned Behavior : Selected Recent Advances and Applications*. April 2020.
- Caballero, Lissette, C., & Walker, A. (2010). Work readiness in graduate recruitment and selection: A review of current assessment methods. *Journal of Teaching and Learning for Graduate Employability*, 1(1), 13–25. <https://doi.org/10.21153/jtlge2010vol1no1art546>
- Fernández-Valera, M. M., Meseguer de Pedro, M., De Cuyper, N., García-Izquierdo, M., & Soler Sanchez, M. I. (2020). Explaining Job Search Behavior in Unemployed Youngsters Beyond Perceived Employability: The Role of Psychological Capital. *Frontiers in Psychology*, 11(July), 1–12. <https://doi.org/10.3389/fpsyg.2020.01698>
- Gunawan, W., Glendon, A. I., & Creed, P. A. (2024). Young adults perceived future employability: testing a social cognitive career model. *International Journal for Educational and Vocational Guidance*, 0123456789. <https://doi.org/10.1007/s10775-024-09666-7>
- Honanta, C., Sitepu, R., & Nainggolan, R. (2025). *Analysis of the Influence and Priority of Employer Branding Dimensions in Attracting Prospective Generation Z Employees*. 05(03), 3647–3662.
- Lent, R. W. (2020). *Career Development and Counseling: Putting Theory and Research to Work* (S. D. Brown & R. W. Lent (eds.); 3rd ed., pp. 129–162). John Wiley & Sons.
- Mosley, R., & Schmidt, L. (2017). *Employer Branding For Dummies* (1st Editio). John Wiley & Sons, Inc.
- Nguyen, M. T., & Huynh, C. M. (2022). The Impact of Employer Branding on Job Application Intention: Evidence from Business Undergraduates in Vietnam. *Munich Personal RePEc Archive*, 112927, 1–28.
- Nurfaizi, A., & Ikham, D. A. (2024). Pengaruh Employer Branding Activity Dan

***The Influence of Employer Branding and Work Readiness on The Intention to Apply
(A Case Study on Students of the 2022 Cohort of The Management Study Program)***

- Perceived Job Attributes Terhadap Intention To Apply. *Jurnal Kewirausahaan Dan Inovasi*, 3(1), 126–141. <https://doi.org/http://dx.doi.org/10.21776/jki.2022.01.1.11>.
- Orr, P., Forsyth, L., Caballero, C., Rosenberg, C., & Walker, A. (2023). A systematic review of Australian higher education students' and graduates' work readiness. *Higher Education Research and Development*, 42(7), 1714–1731. <https://doi.org/10.1080/07294360.2023.2192465>
- Pham, L. T. T. (2024). Work readiness of graduates in the digital age: A literature review. *Ho Chi Minh City Open University Journal of Science - Social Sciences*, 14(2), 113–120. <https://doi.org/10.46223/hemcoujs.soci.en.14.2.2820.2024>
- Ramadhania, C. K., & Dewi, M. S. (2017). Impact Of Goal Orientation, Personality Types And Campus Climate At Uin Syarif Hidayatullah Jakarta Nursing Student's Work Readiness. *TAZKIYA: Journal of Psychology*, 5(2), 179–190. <https://doi.org/10.15408/tazkiya.v22i2.8399>
- Safitri, R., & Novianti, K. R. (2024). Employer Branding: Company Reputation and Organizational Attractiveness To Attract Talented Employees. *J-MACC : Journal of Management and Accounting*, 7(1), 115–127. <https://doi.org/10.52166/j-macc.v7i1.6417>
- Sastra, M. P. R., & Nuraya, A. S. (2025). ANALISIS MINAT KERJA DAN PROGRAM MAGANG TERHADAP KESIAPAN KERJA (STUDI TERHADAP MAHASISWA STIE INDONESIA BANKING SCHOOL). *Journal Of Accounting, Management, and Islamic Economics*, 3(1), 305–314.
- Soeling, P. D., Ajeng Arsanti, S. D., & Indriati, F. (2022). Organizational reputation: does it mediate the effect of employer brand attractiveness on intention to apply in Indonesia? *Heliyon*, 8(4), e09208. <https://doi.org/10.1016/j.heliyon.2022.e09208>
- Thang, N. N., & Trang, P. T. (2024). Employer branding, organization's image and reputation, and intention to apply: the moderating role of the availability of organizational information on social media. *Frontiers in Sociology*, 9(April), 1–10. <https://doi.org/10.3389/fsoc.2024.1256733>
- Wang, X. H., Wang, H. P., & WenYa, L. (2023). Improving the Quality of Career Decision-making of Students in Chinese Higher Vocational Colleges. *SAGE Open*, 13(2), 1–14. <https://doi.org/10.1177/21582440231180105>
- Wu, Y. (2024). *Applying TPB in investigating the Intentions of Accounting Students on Pursuing Professional Accountancy Qualification* (Issue Mhehd). Atlantis Press SARL. https://doi.org/10.2991/978-2-38476-271-2_55