

Analisis Pengaruh *Employer Branding* Dan *Digital Hiring* Di Platfrom Media Sosial Terhadap Niat Melamar Kerja Generasi Z Dengan Dukungan Reputasi Sebagai Mediasi

An Analysis Of The Influence Of Employer Branding And Digital Hiring On Social Media Platforms On Generation Z's Job Intention, Using Reputation As A Mediator

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Abstract

This research investigates how employer branding and digital hiring influence Generation Z's intention to apply for jobs in the Solo Raya region, with corporate reputation acting as a mediating factor. The swift progression of digital technology has prompted organizations to adjust their recruitment approaches by enhancing their image and credibility via social media platforms. Being digital natives, Generation Z individuals often assess a company's trustworthiness and reputation before submitting job applications. This study utilized a quantitative design, collecting data through an online questionnaire administered to 199 Generation Z participants in the Solo Raya area, selected using purposive sampling. The data were examined using Structural Equation Modeling (SEM) with Partial Least Squares (PLS), facilitated by SmartPLS software. The results reveal that both employer branding and digital hiring significantly and positively impact corporate reputation as well as Generation Z's intention to apply for jobs. Nevertheless, corporate reputation does not mediate the effect of employer branding on job application intention. Conversely, it partially mediates the relationship between digital hiring and job application intention. These findings imply that cultivating a strong corporate reputation can amplify the impact of digital recruitment strategies in attracting young job seekers.

Keywords: *Employer Branding, Digital Hiring, Corporate Reputation and Job Application Intention Generation Z.*

Abstrak

Penelitian ini menyelidiki bagaimana employer branding dan digital hiring memengaruhi niat Generasi Z untuk melamar pekerjaan di wilayah Solo Raya, dengan reputasi perusahaan bertindak sebagai faktor mediasi. Pesatnya perkembangan teknologi digital telah mendorong organisasi untuk menyesuaikan pendekatan rekrutmen mereka dengan meningkatkan citra dan kredibilitas mereka melalui platform media sosial. Sebagai penduduk asli digital, individu Generasi Z sering menilai kepercayaan dan reputasi perusahaan sebelum mengirimkan lamaran pekerjaan. Penelitian ini menggunakan desain kuantitatif, mengumpulkan data melalui kuesioner daring yang diberikan kepada 199 peserta Generasi Z di wilayah Solo Raya, dipilih secara purposive sampling. Data tersebut diperiksa menggunakan Structural Equation Modeling (SEM) dengan Partial Least Squares (PLS), yang difasilitasi oleh perangkat lunak SmartPLS. Hasilnya mengungkapkan bahwa employer branding dan digital hiring berdampak signifikan dan positif terhadap reputasi perusahaan serta niat Generasi Z untuk melamar pekerjaan. Meskipun demikian, reputasi perusahaan tidak memediasi pengaruh employer branding terhadap niat melamar pekerjaan. Sebaliknya, reputasi perusahaan memediasi sebagian hubungan antara digital hiring dan niat melamar pekerjaan. Temuan ini menyiratkan bahwa membangun reputasi perusahaan yang kuat dapat memperkuat dampak strategi rekrutmen digital dalam menarik pencari kerja muda.

Kata Kunci: *Employer Branding, Digital Hiring, Reputasi Perusahaan dan Niat Melamar Kerja Generasi Z.*

1. Introduction

The rise of digital technologies has fundamentally transformed recruitment practices. Organizations today pursue more than attractive pay packages; they actively

cultivate employer brands and adopt digital hiring tools to shape public perception. Competition among firms has therefore shifted from purely financial offerings to how appealing they are perceived as workplaces. As Generation Z increasingly enters the labor market, their expectations diverge from earlier cohorts: they prioritize flexibility, transparency, and alignment between corporate culture and personal values. Botella Carrubi et al. (2021) argue that a well managed corporate image enhances organizational attractiveness by fostering a positive work environment and strengthening reputation.

As Generation Z's preferences shift, more firms are turning to digital recruitment approaches. Leveraging technology enables more efficient candidate screening and selection via platforms like LinkedIn and AI enhanced job sites. Botella Carrubi et al. (2021) note that digital recruitment not only speeds up hiring but can also help lessen assessor bias. Nonetheless, the practice faces obstacles for example, recruiters still tend to favor human recommendations over algorithmic suggestions. Yuspita et al. (2025) emphasize that e recruitment becomes more effective when supported by robust employer branding, since a strong corporate image strengthens trust and enhances an organization's reputation among prospective applicants.

In the realm of digital recruitment, employer branding has become increasingly crucial, significantly shaping Generation Z's job application intentions. As a tech savvy cohort, Gen Z typically researches companies online before submitting applications; consequently, a favourable corporate image and solid reputation can raise applicants' attraction to an employer. When choosing an organization, potential employees consider various aspects such as the value of interest, social benefits, financial rewards, and opportunities for growth four key factors that Silva and Dias (2023) highlight as major influences on job seekers' decisions. The link between employer branding and application intention is further shaped by e recruitment mechanisms and corporate reputation: a respected reputation enhances an organization's appeal in competitive industries (Yuspita et al., 2025), and Generation Z shows a tendency to apply to employers with positive social media standing. Overall, easy digital access to information strongly conditions applicants' perceptions. (Botella Carrubi et al., 2021).

In Indonesia's labor market there remains a substantial imbalance between the number of job-seekers and available positions. According to Statistics Indonesia (BPS, 2023), the open unemployment rate for the 20–24 age group was 8.92%. This figure underscores intense competition for employment, particularly among Generation Z entrants to the workforce (Yuspita et al., 2025). In the Solo Raya region an economically dynamic area of Central Java recruitment practices are progressively shifting toward digital platforms. Companies increasingly deploy employer branding initiatives and digital hiring tools to attract applicants. Although artificial intelligence is expected to streamline selection procedures, many recruiters still privilege human judgment over algorithmic output, creating obstacles for full technological adoption (Oberst et al., 2020).

2. Theoretical Basis And Hypothesis

Theory of Reasoned Action (TRA)

The Theory of Reasoned Action (TRA), proposed by Fishbein and Ajzen, offers a framework for explaining how employer branding, digital recruitment, the way corporate reputation influences Generation Z's job application intentions can be

understood through the Theory of Reasoned Action (TRA), which suggests that a person's intention considered the most reliable indicator of actual behavior is shaped by both their attitude toward the behavior and the perceived social pressures or norms. Consequently, a favorable employer brand one that projects an innovative, employee-centred corporate image tends to cultivate positive attitudes. From a TRA perspective, both a company's attractive image and the use of digital recruitment tools enhance Generation Z's positive evaluations of applying, while strong corporate reputation reinforces the subjective criteria they use. As digitally native decision-makers, members of Generation Z weigh potential benefits and drawbacks by researching employer brands, company reputations, and the user-friendliness of online hiring processes before acting. (Kallio, 2020).

Employer Branding

Organizations rely on employer branding as a key strategy to draw in and keep skilled employees amid highly competitive labor markets. Hendriana et al. (2023) explain that employer branding consists of unique psychological, functional, and financial characteristics that define a company's work environment. Within the organization, initiatives related to employer branding aim to reinforce corporate culture and identity, ultimately boosting employees' loyalty, dedication, and overall performance. Externally, the goal is to bolster the firm's image among prospective applicants. Key elements emphasized in this context include autonomy, online training, career development, overtime compensation, insurance benefits, flexible scheduling, and remote-work options (Hendriana et al., 2023).

Ditigal Hiring

Technology driven hiring transforms how organizations find and select talent by improving both efficiency and effectiveness. According to Correa (2021), digital technologies will define recruitment's future because they allow firms to access and assess a wider candidate base, which is critical under Industry 4.0. Evidence shows that boosting employees' autonomy alone does not reliably raise engagement; therefore, HR interventions should concentrate on external supports for example, enhancing workplace quality and obtaining managerial backing (Sukardan & Irmawati, 2024). Meanwhile, e-recruitment the web-based automation of recruitment tasks has become central to job search behavior and is influenced by people's digital literacy habits. The scope of e-recruitment ranges from simple digitization of documents to sophisticated algorithmic decision-making systems (Smythe et al., 2020).

Generation Z's Job Application Intentions

Defined as platforms for public profiles and interpersonal communication, social media has fundamentally altered how applicants discover and pursue jobs (Karaoglu et al., 2022). Generation Z who matured with smartphones, pervasive internet access, and open social networks are therefore more likely to plan job applications using digital channels (Koleva, 2023). Enhancing motivation and job performance requires an enabling work environment: positive organizational culture and appropriate job design play pivotal roles (Sholekhati & Irmawati, 2023). Research highlights that Generation Z seeks swift, visible career progression rather than long-term employment security (Dimock in Lestari & Manggiasih, 2023). Consequently, companies that present clear, readily available information and project a favorable image through social media and electronic recruitment tend to attract more applicants from this cohort (Handayani & Irmawati, 2024).

Reputation Support

Reputation systems are now central to online labour markets, especially freelance platforms, because they lessen information asymmetry between employers and contractors. Typically computed by algorithms from user evaluations, these reputation scores reveal freelancers' past performance and behavior and make it easier for clients to judge quality (Lukac & Grow, 2021). By presenting transparent, easily accessible markers of quality, public reputation metrics should theoretically encourage higher service standards and streamline online hiring. Yet when reputation gaps grow larger than actual skill differentials, a winner-takes-all dynamic can emerge and introduce systematic bias into the system (Lukac & Grow, 2021). The picture becomes more complex if corporate image shapes public perceptions and interest; strong reputations are sometimes treated as proxies for quality rather than verified evidence. (Arzeti & Irmawati, 2024).

Hypothesis Development

Employer Branding and Its Influence on Generation Z's Motivation to Apply for Jobs

Employer branding represents an organization's strategic effort to project a positive image as an attractive workplace. The beliefs and values held by a company are conveyed through its employer branding to potential employees. Key elements include application values (opportunities to contribute), social values (inclusive work environment), development values (career advancement prospects), and economic values (compensation and job security). Collectively, these elements can foster a favorable perception of the organization and enhance applicants' interest in job opportunities (Agatha & Setiorini, 2024). Agatha and Setiorini (2024) revealed that employer branding significantly and positively affects Generation Z's intention to submit job applications, especially by highlighting social appeal and opportunities for personal development. Building on this finding, the researcher formulates the following hypothesis:

H₁: Employer branding positively impacts Generation Z's intention to apply for jobs.

The influence of digital hiring on the job application intentions of Generation Z

Rautanen (2022) highlights that Generation Z tends to favor job postings that are clearly defined, professionally relevant, and visually appealing. Although online recruitment presents challenges such as concerns over privacy and information overload, it is also appreciated for its accessibility and global reach. Similarly, Bos (2021) emphasizes the necessity of aligning digital recruitment strategies with Generation Z's values, which include job stability, work-life balance, technological engagement, and social responsibility. Drawing from these insights, the researcher formulates the following hypothesis:

H₂: Digital recruitment positively impacts the likelihood that Generation Z will apply for jobs.

The influence of Employer Branding on reputation support

Theoretically, employer branding represents the core values upheld within an organization, which are conveyed to potential employees through the organization's social commitments. Companies that emphasize organizational commitment and social idealism in their employer branding tend to enhance their corporate reputation (Raj & N, 2022). Research by Hanu and Mensah (2021) further indicates that the reputation of a company is positively shaped by the implementation, development, and

social dimensions of employer branding. Despite the fact that social media use can enhance applicants' intention to apply, it does not have a direct impact on the company's reputation. From this reasoning, the researcher proposes the following hypothesis:

H₃ : Employer Branding has a positive influence on reputation support.

The Influence of Digital Hiring on Reputation Support

Theoretically, an organization's digital reputation significantly shapes candidates' perceptions, particularly among Generation Z, who are accustomed to technology-driven environments (Gilch, 2020). According to Gilch (2020), companies that have not yet undergone digital transformation must adjust their image to attract digital talent, as digital reputation strongly influences applicants' decisions. Furthermore, Faculty et al. (2021) found that implementing AI-based digital hiring has a substantial effect on corporate reputation in the Indonesian pharmaceutical sector, with AI adoption acting as a mediating factor. Based on these insights, the researcher formulates the following hypothesis:

H₄ : Digital Hiring has a positive impact on reputation support.

The Influence of Reputational Support on Generation Z's Job Application Intentions

According to Lesmono and Mulia (2023), a company's reputation can amplify the influence of other factors on job application interest, such as salary, work environment, and career prospects. In other words, when a company holds a positive reputation, these elements become more effective in attracting Generation Z. Furthermore, Rong and Zhou (2022) demonstrated through SMESM techniques that aligning a company's offerings with Generation Z's values, preferences, and expectations is essential for cultivating a strong reputation among them. Evidence suggests that recognizing the unique needs of this generation enhances organizational perception and increases the likelihood of candidates applying. Based on these insights, the researcher formulates the following hypothesis:

H₅ : Reputation support has a positive influence on the job application intentions of Generation Z.

The Impact of Employer Branding on Generation Z's Intention to Apply for Jobs: The Mediating Role of Reputation Support.

According to Silva and Dias (2023), employer branding encompasses the values that enhance a company's reputation, including aspects related to interest, social, and economic factors. For Generation Z, the pursuit of employment is strongly influenced by a company's positive reputation. Their research found that the connection between workplace branding and Generation Z's intention to apply for jobs is influenced by corporate reputation. Similarly, research by Joglekar and Tan (2022) demonstrated that employer branding can strengthen both a company's attractiveness and reputation through branded materials and employee-generated content. Based on these insights, the researcher formulates the following hypothesis:

H₆ : The influence of Employer Branding on Generation Z's intention to apply for jobs is channeled through Reputation Support as a mediating factor.

The Influence of Digital Hiring on Generation Z's Intention to Apply for Jobs Mediated by Reputation Support

Digital recruitment technologies significantly shape online hiring and selection, yet their effects on applicant perceptions and corporate reputation require further

investigation (Potočnik et al., 2021). Lestari and Manggiasih (2023) found that employer branding and digital hiring positively affect Generation Z's likelihood to apply. Thus, well-executed digital recruitment can strengthen a firm's reputation and motivate Gen Z applicants, with corporate reputation acting as an important mediator between digital hiring and application intentions.

H₇: Reputation Support mediates the relationship between Digital Hiring and Generation Z's Intention to Apply for Jobs

3. Research Methods

This study employs a quantitative methodology from the research design stage through to data analysis, following a systematic, organized, and structured approach. A quantitative strategy was chosen because it enables objective assessment and hypothesis testing using numerical data and statistical techniques (Dzhulai et al., 2022). Data were collected via a closed-ended questionnaire designed to quantify the study constructs and statistically examine relationships among variables. The study focuses on Generation Z residents of the Greater Solo region, as they represent the main group for examining practices related to electronic recruitment and digital selection (Potočnik et al., 2021). A non-probability purposive sampling method was employed, as the researcher established particular eligibility criteria to guarantee that the participants were relevant to the study's aims (Rohayati et al., 2023). Eligible respondents were required to reside in Greater Solo, be aged 18–28 years, and be actively seeking employment or interested in digital recruitment processes.

Primary data were obtained from an online survey. The study employed a five-point Likert scale, with 1 representing strong disagreement and 5 indicating strong agreement, enabling a systematic assessment of participants' attitudes and perceptions (P., Man, A., & Maluku, 2021). The questionnaire covered employer branding, digital hiring, reputation support, and Generation Z's intention to apply for jobs. The study included independent variables, mediators, and a dependent variable. Employer branding and digital hiring served as independent variables. Employer branding was measured using indicators such as training and development, job flexibility, social contribution, a healthy corporate culture, and transparent communication (Dzhulai et al., 2022). Digital hiring effectiveness was operationalized through platform reach and functionality, system reliability, responsiveness, applicant quality assurance, and candidate experience.

Reputational support as a mediator was captured through indicators like organizational attractiveness and willingness to apply. The dependent factor, Generation Z's propensity to pursue job applications, was measured by respondents' interest in corporate content, perceived professionalism, social media influence, positive corporate image, and the drive to apply influenced by digital recruitment content (Silva & Dias, 2023; Dzhulai et al., 2022). The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) through SmartPLS version 4.1.

4. Results and Discussion

Respondent Characteristics

The study's respondents exhibited diverse backgrounds across several demographic and usage indicators, with 199 active participants completing the questionnaire. Females comprised a slight majority (105; 52.5%), while males accounted for 94 (47.5%). Age distribution skewed young: 106 respondents (57%) were between 23 and 28 years old and 93 (43%) were 18–22, indicating a predominantly youthful and digitally literate sample. Geographically, 107 participants (53.8% note: check original percentage if needed) resided in Surakarta and 92 (46.2%) came from neighboring regencies such as Sukoharjo, Karanganyar, Boyolali, Klaten, Sragen, and Wonogiri, reflecting coverage of the Solo Raya area. Regarding occupational status, students formed the largest group (56; 28%), followed by job seekers (51; 27%), recent graduates (48; 23%), and employees (44; 22%), which suggests a respondent pool largely at the entry or early stages of the labor market. Educational attainment varied: 59 respondents (30%) completed vocational/secondary education, 36 (18%) held D3 diplomas, 53 (26.6%) had bachelor's degrees, and a minority possessed postgraduate qualifications (S2/S3). Social media engagement was high, with daily users numbering 57 (30%), those active two–three times weekly 54 (28%), weekly users 49 (24%), and occasional users 38 (19%), underscoring the study's relevance to employer branding and digital recruitment on social platforms.

Analysis Results

Convergent Validity

Convergent validity is evaluated through the loading factor, commonly known as the outer loading. An indicator is deemed to have adequate convergent validity when its outer loading is greater than 0.70. The outer loading scores for all indicators within the study variables are shown below:

Table 1. Outer Loading Values

Variables	Indicator	Outer Loading
Employer Branding (X1)	X1.1	0.867
	X1.2	0.903
	X1.3	0.860
	X1.4	0.888
	X1.5	0.894
Digital Hiring (X2)	X2.1	0.899
	X2.2	0.891
	X2.3	0.905
	X2.4	0.885
	X2.5	0.878
Intention to Apply for a Job (Y)	Y1	0.893
	Y2	0.877
	Y3	0.906
	Y4	0.882
	Y5	0.907
Company Reputation (Z)	Z1	0.895
	Z2	0.891
	Z3	0.906
	Z4	0.905

	Z5	0.895
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Source: Processed primary data (2025)

All indicators in this research exhibited outer loading values above 0.70, reflecting strong convergent validity for each measurement item.

Discriminant Validity, Composite Reability and Cronbach's Alpha.

An indicator is deemed to have sufficient discriminant validity when its AVE is higher than 0.50. A construct is regarded as reliable if its Composite Reliability exceeds 0.70. Moreover, a Cronbach's Alpha score above 0.60 signifies that the construct is consistent and dependable.

Table 2. Discriminant Validity (AVE), Composite Reability and Cronbach's Alpha

Variables	AVE (Avarage Variance Extracted)	Composite Reability	Cronbach's Alpha
Employer Branding (X1))	0.795	0.946	0.929
Digital Hiring (X2)	0.779	0.951	0.936
Intention to Apply for a Job (Y)	0.798	0.952	0.937
Company Reputation (Z)	0.807	0.954	0.940

Source: Processed primary data (2025)

All variables in this study are considered valid, as their AVE values exceed 0.50. Furthermore, each variable demonstrates reliability, with composite reliability scores above 0.70. Cronbach's alpha values also surpass 0.60, confirming the consistency of all variables. Consequently, every statement meets the established validity and reliability criteria.

Multicollinearity

In this study, multicollinearity was evaluated using the Variance Inflation Factor (VIF), with values under 5 suggesting that multicollinearity is not problematic.

Table 3. Multicollinearity Test

Variables	Cronbachs Alpha
Employer Branding (X1)	0.929
Digital Hiring (X2)	0.936
Intention to Apply for a Job (Y)	0.937
Company Reputation (Z)	0.940

Source: Processed primary data (2025)

Since all VIF values are below 5, the research model shows no evidence of problematic multicollinearity among the variables.

Coefficient Determination (R²)

The R-squared value serves to indicate how much of the variation in the dependent variable can be accounted for by the independent variables and to evaluate the overall adequacy of the model employed.

Table 4. Coefficient Determination

Variables	R-Square (R ²)	R-Square Adjusted
Intention to Apply for a Job (Y)	0.389	0.380
Company Reputation (Z)	0.349	0.342

Source: Processed primary data (2025)

The R² value of 0.389 (38.9%) suggests that, together, employer branding and digital recruitment account for a substantial share of the variation in applicants' intentions to apply. Likewise, an R² of 0.349 (34.9%) indicates a notable impact of employer branding and digital recruitment on company reputation, serving as a measure of this relationship.

Goodness of Fit (Q²)

Q² functions like R² in regression analysis: higher Q² values indicate a better-fitting model.

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1 - R^2) \times (1 - R^2)] \\
 &= 1 - [(1 - 0,389) \times (1 - 0,349)] \\
 &= 1 - (0,611 \times 0,651) \\
 &= 1 - 0,397761 \\
 &= 0,602239
 \end{aligned}$$

The results of the analysis revealed a Q² value of 0.602, indicating that the proposed model explains 60.2% of the variance in the data, while the remaining 39.8% is attributed to factors not included in the model. Therefore, these findings suggest that the research model exhibits a substantial level of predictive relevance.

Direct and Indirect Influence

Table 5. Path Coefficients Test (Hypothesis Test)

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Employer Branding (X1)->Intention to Apply for a Job (Y)	H1	0.266	4.195	0.000	Positive Significant
Digital Hiring(X2) -> Intention to Apply for a Job (Y)	H2	0.353	4.826	0.000	Positive Significant
Employer Branding(X1) ->Company Reputation (Z)	H3	0.168	2.894	0.004	Positive Significant
Digital Hiring (X2)->Company Reputation (Z)	H4	0.500	8.150	0.000	Positive Significant
Company Reputation (Z)-> Intention to Apply for a Job (Y)	H5	0.154	2.264	0.024	Positive Significant
Employer Branding (X1) -> Company Reputation (Y) -> Intention to Apply for a Job (Z)	H6	0.026	1.694	0.090	Not Significant
Digital Hiring (X2) -> Company Reputation (Y) -> Intention to Apply for a Job (Z)	H7	0.077	2.143	0.032	Positive Significant

Source: Processed primary data (2025)

The analysis indicates that employer branding has a positive and significant influence on the job-application intentions of Generation Z (H1), while digital hiring similarly demonstrates a significant positive effect on these intentions (H2).

Additionally, employer branding substantially contributes to enhancing organizational reputation (H3), and digital hiring also significantly impacts reputation (H4). In turn, organizational reputation positively and significantly influences Generation Z's intention to submit job applications (H5). However, mediation testing shows that Company Reputation does not serve as a mediator between employer branding and Generation Z's application intention, as evidenced by a t-value of 1.694 (< 1.96) and $p = 0.090$ (> 0.05) for H6. In contrast, Company Reputation partially mediates the effect of digital hiring on Generation Z's propensity to apply, supported by a t-value of 2.143 (> 1.96) and $p = 0.032$ (< 0.05) for H7. Overall, these results imply that both employer branding and digital hiring can boost Generation Z's application likelihood, particularly when organizational reputation is strong.

The Influence of Employer Branding on Generation Z's Intention to Apply for a Job in Solo Raya

A strong employer branding strategy significantly increases the likelihood that Generation Z will look for job opportunities in Solo Raya, according to the statistical analysis. When an organization clearly communicates an attractive employer image, Gen Z's motivation to pursue employment rises. These findings corroborate prior research: Alves et al. (2020) reported employer branding's effect on emotional commitment, and Botella-Carrubi et al. (2021) documented its positive influence on employee commitment.

The Influence of Digital Hiring on Generation Z's Job Intention in Solo Raya

The results of the statistical analysis reveal that digital recruitment exerts a positive and significant influence on Generation Z's job application intentions in the Solo Raya area. In essence, more effective implementation of digital hiring practices increases the likelihood that Gen Z candidates will be motivated to submit applications. Consequently, the second hypothesis, which suggests a significant and positive link between digital hiring and Generation Z's intention to apply for employment, is confirmed. This finding aligns with Thang and Trang (2024), who observed that leveraging digital platforms to convey employer information enhances Gen Z's interest in job opportunities. Similarly, Silva and Dias (2023) highlight that technology-driven recruitment methods can bolster an organization's reputation while attracting potential applicants.

The Influence of Employer Branding on Company Reputation

The analysis shows that employer branding has a notable and positive effect on the reputation of a company. This implies that improving employer branding practices can strengthen the organization's image and generate more favorable perceptions among both the public and prospective job seekers. As a result, the third hypothesis, which posited a significant and positive link between employer branding and company reputation, is confirmed. These findings are consistent with Yuspita et al. (2025), who emphasized that employer branding is crucial in shaping corporate reputation and serves as an important factor in attracting Generation Z applicants.

The Impact of Digital Hiring on Company Reputation

The statistical results indicate that digital hiring exerts a positive and statistically significant effect on company reputation. This implies that the more effectively an organization implements digital recruitment systems, the stronger its public image and reputation become among stakeholders and prospective applicants. Consequently, the fourth hypothesis proposing a positive significant relationship

between digital hiring and company reputation is supported. This outcome aligns with Purusottama and Ardianto (2020), who argue that digital recruitment technologies enhance organizational appeal and bolster employer image in the labor market. Geofanny and Faraz (2023) similarly found that e-recruitment plays a key role in increasing Generation Z's interest in applying and in improving overall company reputation.

The Influence of Company Reputation on Generation Z's Intention to Apply for a Job

The findings reveal that a company's reputation has a positive and significant impact on the job application intentions of Generation Z. Put differently, a well-regarded organizational image enhances the probability that individuals from Generation Z will be motivated to submit applications. Therefore, the fifth hypothesis proposing a positive and significant relationship between Company Reputation and Generation Z's Intention to Apply for a Job is supported. These findings are consistent with Rahman and Hidayat (2021), who argue that a favorable reputation enhances jobseekers' trust, and with Othman and Mahmood (2022), who report similar effects on applicant interest. (Hendriana et al., 2023).

The Impact of Employer Branding on the Job Application Intentions of Generation Z in the Solo Raya Region.

The analysis shows that Company Reputation does not play a significant mediating role in the link between employer branding and the job application intentions of Generation Z in the Solo Raya region. In other words, a company's image failed to amplify the appeal of employer branding for potential applicants. One plausible explanation is that local Generation Z jobseekers prioritize pragmatic considerations such as salary level, schedule flexibility, and career development opportunities over corporate reputation. This contrasts with earlier findings by Silva & Dias (2023) and Thang & Trang (2024), which reported a significant role for reputation in stimulating application intentions. Therefore, the hypothesis claiming a significant indirect effect of employer branding on Intention to Apply via Company Reputation is not supported. The implication is that employers in Solo Raya should tailor recruitment messaging to emphasize concrete, practical benefits rather than relying solely on reputation.

The Influence of Digital Hiring on Generation Z's Intention to Apply for a Job in Solo Raya with Company Reputation as a Mediating Variable

Analysis of the data shows that digital recruitment positively and significantly influences Generation Z's job application intentions, with company reputation serving as a mediating factor. This implies that a favorable company reputation amplifies the effect of digital recruitment practices on prospective applicants' willingness to apply. Accordingly, Hypothesis 7 proposing that digital hiring influences intention to apply through company reputation is supported. These findings correspond with Salsabila & Achmad (2023), who reported that well-implemented e-recruitment enhances candidate interest by cultivating a positive corporate image.

5. Conclusion

The findings indicate that employer branding has a significant and favorable impact on Generation Z's job application intentions (confirming H1), and that digital recruitment similarly yields a positive effect, significant effect on the same outcome

(supporting H2). Both employer branding and digital hiring also contribute positively and significantly to a firm's reputation (supporting H3 and H4), while company reputation itself independently increases Gen Z's application intention (supporting H5). Mediation analysis reveals a more complex scenario: company reputation does not play a significant mediating role between employer branding and Generation Z's intention to apply, leading to the rejection of H6, yet it does serve as a significant mediator for the effect of digital hiring on that intention (H7 accepted). Taken together, these findings suggest that implementing well-designed employer branding and digital hiring practices can raise Generation Z's propensity to apply particularly when those practices are reinforced by a credible, trust-building company reputation.

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