

ABSTRACT

The main asset in an organization to achieve the goals of an organization is its human resources. The progress of the world and the acceleration of globalization require companies to have a competitive advantage in order to survive. Therefore, a company needs the best prospective employees who can help the company grow and remain competitive. Employer branding and organizational reputation are effective strategies to attract the best job seekers and promote the company as a good working environment. Thus, this will encourage the intention to apply or the intention to apply for jobs for job seekers. This study aims to determine the effect of employer branding and organizational reputation on the intention to apply to students of the Faculty of Business Economics, Telkom University. To review the research results, this study used a quantitative method from the results of respondents' responses through distributing questionnaires. There were 273 students in the Faculty of Business Economics at Telkom University who responded to this study. This study uses path analysis techniques with the help of IBM SPSS version 25. The results of this study indicate that employer branding and organizational reputation have a significantly positive effect on intention to apply with a coefficient of determination of (R²) of 0.607 or equivalent to 60.7%. meaning that the variable employer branding and organizational reputation can explain the intention to apply variable of 60.7%.

Keywords: Human Resource Management, Employer branding, Organizational Reputation, Intention to apply