

**PENGARUH *EMPLOYER BRANDING* DAN *E-RECRUITMENT*
TERHADAP *INTENTION TO APPLY*
(STUDI PADA PROGRAM MAP GROW BATCH 6)**



SKRIPSI

**Diajukan Untuk Memenuhi Sebagian Syarat Untuk Memperoleh Gelar
Sarjana Manajemen**

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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2025**

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Diajukan Sebagai Salah Satu Persyaratan untuk Memperoleh
Gelar Sarjana Manajemen pada Program Studi Manajemen
Universitas Pendidikan Indonesia

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LEMBAR PENGESAHAN SKRIPSI
PENGARUH *EMPLOYER BRANDING* DAN *E-RECRUITMENT*
TERHADAP *INTENTION TO APPLY*
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BANDUNG
2025

LEMBAR PERNYATAAN KEASLIAN SKRIPSI

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Bandung, Juni 2025
Yang membuat pernyataan



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ABSTRAK

Kezia Safanya Khairunnisa (2102202), Pengaruh *Employer Branding* dan *E-Recruitment* terhadap *Intention to Apply* (Studi pada Program MAP GROW Batch 6)

Industri ritel akan menghadapi tantangan sistemik, salah satunya kekurangan pekerja. Generasi Z, yang memiliki ekspektasi kerja berbeda dari generasi sebelumnya, menjadi tantangan baru bagi perusahaan dalam menarik, mengembangkan, dan mempertahankan talenta. PT Mitra Adiperkasa Tbk (MAP), sebagai perusahaan ritel terkemuka di Indonesia, telah bermitra dengan program Kampus Merdeka melalui Magang dan Studi Independen Bersertifikat (MSIB) sejak 2021 dengan program bernama MAP GROW. Penelitian ini bertujuan untuk mengukur pengaruh *employer branding* dan *e-recruitment* terhadap *intention to apply* pada program MAP GROW Batch 6. Metode penelitian yang digunakan adalah kuantitatif deskriptif dan verifikatif dengan pengumpulan data melalui kuesioner yang disebarkan kepada 112 pelamar pada program MAP GROW Batch 6. Teknik penarikan sampel yang digunakan adalah *purposive sampling*. Analisis data dilakukan dengan analisis koefisien korelasi, regresi linier berganda, dan koefisien determinasi, serta pengujian hipotesis melalui uji F dan uji t. Hasil penelitian menunjukkan bahwa *employer branding* dan *e-recruitment* telah diimplementasikan secara efektif dalam program MAP GROW Batch 6. Hal ini tercermin dari tingginya jumlah pelamar sebagai representasi dari *intention to apply*. Selain itu, kedua variabel tersebut berpengaruh positif dan signifikan terhadap *intention to apply*, baik secara simultan maupun parsial, dengan pengaruh *e-recruitment* yang lebih besar. Temuan ini mengindikasikan bahwa strategi *employer branding* dan *e-recruitment* yang optimal dapat meningkatkan *intention to apply* pada suatu perusahaan.

Kata Kunci: *employer branding, e-recruitment, intention to apply a job*

ABSTRACT

Kezia Safanya Khairunnisa (2102202), The Influence of Employer Branding and E-Recruitment on Intention to Apply (Study on MAP GROW Batch 6 Program)

The retail industry will face systemic challenges, one of which is a labor shortage. Generation Z, with work expectations different from previous generations, presents a new challenge for companies in attracting, developing, and retaining talent. PT Mitra Adiperkasa Tbk (MAP), as a leading retail company in Indonesia, has partnered with the Kampus Merdeka program through the Magang dan Studi Independen Bersertifikat (MSIB) program since 2021 with a program called MAP GROW. This study aims to measure the influence of employer branding and e-recruitment on the intention to apply for the MAP GROW Batch 6 program. The research method used is descriptive and verificative quantitative, with data collected through questionnaires distributed to 112 applicants of the MAP GROW Batch 6 program. The sampling technique used is purposive sampling, and data analysis was conducted using correlation coefficient analysis, multiple linear regression, and coefficient of determination, as well as hypothesis testing through the F-test and t-test. The research results indicate that employer branding and e-recruitment have been effectively implemented in the MAP GROW Batch 6 program, as reflected in the high number of applicants representing the intention to apply. Additionally, both variables have a positive and significant effect on the intention to apply, both simultaneously and partially, with e-recruitment having a greater influence. These findings suggest that optimal employer branding and e-recruitment strategies can enhance the intention to apply to a company.

Keywords: employer branding, e-recruitment, intention to apply a job

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Skripsi ini disusun untuk memenuhi salah satu syarat memperoleh gelar sarjana di Program Studi Manajemen, Universitas Pendidikan Indonesia. Penelitian ini terinspirasi dari fenomena yang terjadi di lapangan, yaitu kondisi pasar tenaga kerja saat ini yang sudah mulai dimasuki oleh Generasi Z sehingga menimbulkan dinamika tersendiri di bidang *Human Resource Management*. Penulis juga menyadari bahwa penyusunan skripsi ini masih jauh dari kata sempurna. Oleh karena itu, saran dan masukan yang diberikan sangat berharga bagi penulis untuk memperbaiki keilmuan yang dimiliki untuk di masa yang akan datang. Besar harapan supaya penelitian ini dapat memberikan kegunaan keilmuan maupun praktik bagi pihak-pihak yang memerlukannya.

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