# ANALISIS MODERASI *EMPLOYER BRANDING* PADA PENGARUH SIKAP, NORMA SUBJEKTIF, DAN KONTROL PERILAKU TERHADAP NIAT MELAMAR PEKERJAAN
## (Survei Pada Mahasiswa Tingkat Akhir Kota Bandung)

**TESIS**

Diajukan untuk Memenuhi Syarat untuk Memperoleh Gelar
Magister Manajemen pada Program Studi Magister Manajemen



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Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister Manajemen (M.M.) pada Sekolah Pascasarjana

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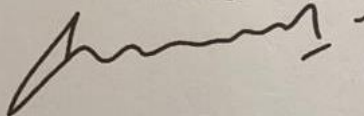
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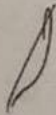**NIM. 1802758**

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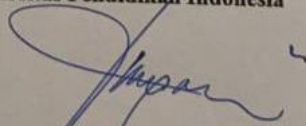NIP. 196110221986031002

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# ABSTRAK

## ANALISIS MODERASI *EMPLOYER BRANDING* PADA PENGARUH SIKAP, NORMA SUBJEKTIF, DAN KONTROL PERILAKU TERHADAP NIAT MELAMAR PEKERJAAN
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Penelitian ini dilakukan untuk menganalisis peran *employer branding* pada pengaruh sikap, norma subjektif, dan kontrol perilaku terhadap niat melamar kerja mahasiswa tingkat akhir Kota Bandung. Objek penelitian ini adalah mahasiswa tingkat akhir yang diambil dari 5 perguruan tinggi di Kota Bandung. Penelitian ini didasari bahwa Indonesia mengalami pergeseran angkatan kerja dan Generasi Y - dalam penelitian ini diwakilkan oleh mahasiswa tingkat akhir – akan mendominasi angka tenaga kerja dengan karakteristik sifat yang berbeda dari generasi sebelumnya namun memiliki niat yang rendah untuk melamar kerja. Survei eksplanatori adalah metode penelitian yang penulis gunakan dalam penelitian ini. Populasi yang terdata sebanyak 29635 orang dengan sampel sebanyak 395 orang. Teknik analisis daya uang digunakan adalah regresi linear berganda dan *Moderated Regression Analysis* (MRA) dengan bantuan program SPSS versi 24. Hasil penelitian ini menunjukkan bahwa variabel sikap, norma subjektif, kontrol perilaku, dan *employer branding* berpengaruh terhadap niat. Selanjutnya *employer branding* hanya mampu memoderasi variabel sikap terhadap niat namun jika dibandingkan dengan hasil tanpa dimoderasi, moderasi *employer branding* menunjukkan hasil lebih rendah dari sisi uji t. *Employer branding* adalah sebuah informasi yang berasal dari eksternal responden sedangkan sikap adalah kondisi yang sangat internal dan otentik sehingga meskipun *employer branding* mampu memoderasi variabel sikap tetapi nilainya lebih rendah dari pengujian sikap dengan tanpa dimoderasi.

**Kata Kunci:** Niat, Sikap*, Employer Branding*

# ABSTRACT

This study was conducted to analyze the role of employer branding on the influence of attitudes, subjective norms, and behavioral control on the intention to apply for jobs in final year Bandung City students. The object of this research is final year students from universities in Bandung. This study is based on the fact that Indonesia is experiencing a shift in the workforce and Generation Y - represented by final year students in this study - will dominate the workforce with different characteristics from the previous generation but have low intentions to apply for jobs. Explanatory survey is the research method that the authors use in this study. The data was collected from 395 people. The data analysis technique used is multiple linear regression and Moderated Regression Analysis (MRA). The results of this study indicate that the variables of attitudes, subjective norms, behavior control, and employer branding have an effect on intention. Furthermore, employer branding was only able to moderate the attitude variable towards intention, but when compared with the results without moderation, the results of the t-test for employer branding showed lower results. Employer branding is information that comes from external respondents while attitude is a very internal and authentic condition so that even though employer branding is able to moderate the attitude variable, the value is lower than the attitude test without moderation.

**Keywords:** Intention, Attitude, Employer Branding

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