

THE INFLUENCE OF COMPANY REPUTATION AND EMPLOYER BRANDING ON INTEREST IN APPLYING FOR JOBS

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Abstract

This study aims to determine the influence of company reputation and employer branding on the interest in applying for jobs as alumni of Hasanuddin University Makassar. This research is quantitative research with a survey method. The Population of this study is alumni of Hasanuddin University who are looking for work using the purposive sampling method. The research sample was 80 respondents. The data collection technique is a questionnaire using a Likert scale. Data analysis techniques using computerized SPSS programs. The results of this study show the influence of company reputation and employer branding on the interest in applying for jobs as alumni of Hasanuddin University Makassar.

Keywords: *Company Reputation, Employer Branding, Interest in Applying for Jobs*

A. INTRODUCTION

In an ever-changing era with rapid technological growth, the success of an organization directly depends on human resources. Therefore, organizations must face various challenges to grow, survive (Mosley, 2007), and gain a competitive advantage to survive in today's job market. In addition, entrepreneurs must integrate their strategies with elements that appeal to different groups, conveying clear and realistic brand messages internally and externally. This concept is known as an employer brand, aiming to build and strengthen the organization's credibility as a good workplace. Each company seeks to attract talented employees to create a competitive advantage in the market. Companies can achieve advantageous positions and win the competition by having high-quality employees. Therefore, efforts are made to attract a potential generation of young people from the labor market, hoping to develop them into valuable resources that will bring the company success.

In an ever-changing era with rapid technological growth, the success of an organization directly depends on human resources. Therefore, organizations must face various challenges to grow, survive (Mosley, 2007), and gain a competitive advantage to survive in today's job market. In addition, entrepreneurs must integrate their strategies with elements that appeal to different groups, conveying clear and realistic brand messages internally and externally. This concept is known as an employer brand, aiming to build and strengthen the organization's credibility as a good workplace. Previous research by Williamson et al. (2010) has investigated the relationship between company reputation, recruitment through websites, and the

interest of potential applicants. Their findings suggest a link between a company's reputation and recruitment through its website. In the era of technological development, using websites in the recruitment process gives companies an edge in attracting potential employees. Research conducted by Sherly (2012) also investigated the influence of company reputation and word of mouth on job application decisions. Its findings show that a company's reputation and word of mouth about the company have a significant influence on job application decisions.

To attract the best individuals to work in the company, employer branding becomes an important key, as Dewi et al. (2018) stated. Companies try to create a positive image or reputation in the labor market through employer branding. According to Ferizal (2016), employer branding is a method used by companies to create differences in terms of the company, making the work offered and its values more prominent than other companies. In addition, employer branding can retain employees, increase loyalty, and help increase job seekers' desire to apply for jobs (Lighthouse et al., 2013). This reputation provides important information to all stakeholders, including potential applicants. Potential applicants then use this information as consideration for accepting or rejecting a job offer and influencing their decision to apply for a job at the company.

Previous research has shown that company reputation and employer branding directly or indirectly influence job application interest. However, unfortunately, previous studies have been limited in examining these factors separately and have yet to consider the effect of both simultaneously on individual application interests. Therefore, this study explores the influence of company reputation and employer branding companies offer on interest in applying for jobs. In addition, this study also aims to identify the most dominant factors influencing interest in applying for jobs. This research was conducted in the context of higher education institutions, namely Hasanuddin University in Makassar, which has produced many of the best graduates ready to compete in the world of work.

B. LITERATURE REVIEW

Interest in Applying for a Job

According to Barber (1998), interest in applying for a job is a process of interest in having a job that begins with efforts to find information about job vacancies. After obtaining this information, prospective employees decide which company they want. According to Marwansyah (2012), interest in applying for a job is the process by which someone is interested in getting a job, starting with finding information about job vacancies. After getting this information, prospective employees will make a selection and decide to apply to which company according to the information that has been collected.

The process of applying for a job is to show interest in getting a job, starting with making every effort to obtain information related to job vacancies (Salahuddin, 2022). According to Gatewood (1993), prospective employees must consider several steps or processes to apply for jobs. First, prospective employees must identify the job they want. Second, they need to find information about the company through its recruitment site to understand the company better. Finally, prospective employees

must decide whether to choose the company as a workplace or reject it. Meanwhile, according to Komang Dede Permadi (2015), some signs show interest in applying for jobs, such as finding job information, feeling the need for work, making decisions, and choosing jobs.

It can be concluded that interest in applying for a job is the interest of a prospective employee to job vacancies or companies that are shown through efforts to find information about job vacancies. The information is then presented with guidelines. Finally, prospective employees determine the choice of the company they will apply for.

Company Reputation

Company reputation is the public perception and assessment of the image and credibility of a company. Potgieter and Doubell (2020) say that Organizations with a positive company reputation tend to be attractive to potential candidates and can influence their decision to apply for jobs because of the organization's image. Fombrun and Shanley (1990) argue that corporate reputation is the ability of an organization to respond to expectations from various stakeholders through described and socially recognized assessment criteria. For Gotsi and Wilson (2001), Corporate reputation is formed through the evaluation of the organization by stakeholders as they consider a set of attributes inherent to the organization over time. This evaluation can be general or specific, for example, in the form of the company's reputation in terms of finance, the company's reputation in terms of the environment, and the company's reputation in terms of society.

According to Bannet and Rentschler (2003), A company's reputation is considered a strategic and valuable asset that can contribute to competitive advantage. To create a good company reputation, an ongoing process is needed so that it is difficult to be imitated by competitors. Reputation is an intangible and valuable asset that can contribute to achieving a sustainable competitive advantage for the organization (Walsh & Beatty, 2007 in Sivertzen et al., 2013). According to Williamson et al. (2010), Corporate reputation is an evaluation carried out by stakeholders on financial institutions based on their performance. From this explanation, it can be understood that the company's reputation is an intangible asset owned by the company and positively impacts the assessment of prospective job seekers. A company's reputation is an intangible asset that sometimes contributes to superior financial performance. This reputation is formed over the long term, tied to the organization's judgment, and interpreted by consumers, suppliers, employees, and partners. Therefore, the stronger an organization's reputation, the greater the candidate's motivation to apply for a job (Edwards, 2010).

H₁: There is an influence of Company Reputation on the interest in applying for jobs Alumni of Hasanuddin University Makassar.

Employer Branding

Employer branding is a strategy used by an organization to communicate and interact with prospective employees. Through employer branding, companies can position themselves as attractive brands to new talents, suppliers, and customers

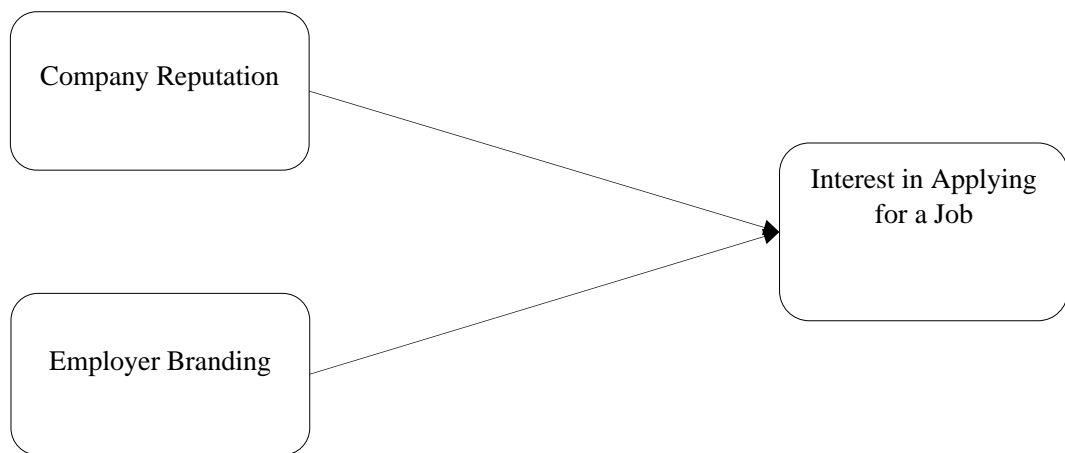
(Rumangkit & Dwiyan, 2019). According to Rucika and Sharma (2018), Employer branding can be interpreted as a collection of functional, economic, and psychological benefits the company provides employees. Through this company branding, the company's reputation can increase positively and attract job seekers.

Eger (2019) stated that factors that influence the success of the company's brand include the needs of the target group, different Employer Value Propositions (EVP), human resource management strategies, brand consistency, corporate brand communication, and measurement of efforts in building the company's image as an attractive workplace (employer brand). An employer brand represents an organization's unique characteristics as an employer that distinguish it from its competitors. This concept emphasizes that organizations benefit from the image of being a good workplace in the eyes of today's employees. Employer brands bring unique aspects to an organization's job offering and environment (Biswas & Beacon, 2016).

According to Rumangkit and Dwiyan (2019), job seekers benefit from employer branding by obtaining information about the benefits obtained if they work at the company. This benefit that is considered attractive is a motivation or encouragement for them to follow the recruitment process at the company.

H₂: There is an influence of Employer Branding on the interest in applying for jobs Alumni of Hasanuddin University Makassar.

Conceptual Models



Picture 1: Conceptual framework

C. RESEARCH METHOD

Location and Research Design

This research was conducted at Hasanuddin University Makassar. The time used in this study is for 2 months from April to May 2023. The type of research used in this study is quantitative descriptive research. According to (Zellatifanny & Mudjiyanto, 2018), descriptive research is a research method that aims to describe facts at this time accurately. Researchers describe the object or subject under study as it is.

Meanwhile, (Hardani et al., 2020) explained that quantitative research methods research where researchers use themselves as a key instrument in data collection to reveal an event or phenomenon holistically-contextually. The quantitative research instrument used is a questionnaire. When distributing questionnaires, the answer choices given are still qualitative, then when solving problems using a suspension system that will be quantified.

Population or Samples

According to Sugiono (2013), Population is a generalization area consisting of objects/subjects with certain qualities and characteristics set by researchers to study and then draw conclusions. The Population selected in this study is job seekers who are alumni of Hasanuddin University. The sample is part of the number and characteristics possessed by the Population. Therefore the sample taken from the Population must be representative (representative) with the sample criteria. The number of samples used in this study was as many as 80 job seekers using the purposive sampling method.

Data Collection Method

The data collection method is the most strategic step in research because the main purpose is to obtain data. Using the data collection method, researchers will get valid data to meet the standards set. The data collection methods carried out in this study are:

a. Interview

Researchers ask questions to respondents directly (verbally) about matters related to the problem under study to explore information with sales employees who have entered the criteria in the research subject. This technique is used to collect supporting data, such as data about the description of the research location.

b. Observation

Observation directly observes Hasanuddin University Makassar Alumni who are job seekers by certain objects related to the problem studied.

c. Questionnaire

In this study, the questionnaire was distributed to 80 Hasanuddin University Alumni according to the sample used to obtain information related to company reputation, employer branding, and interest in applying for jobs.

d. Documentation

Documentation is a data collection technique used to obtain data and information, which is obtained from library sources in the form of reference materials, books, articles, archives, documents, writing numbers, and images in the form of reports and information by the problem studied.

Data Analysis Method

The analysis method used is multiple linear regression analysis. The data analysis series consists of validity tests, reliability tests, classical assumption tests, t-tests, F tests, and determination coefficient tests (R^2).

D. RESULTS

Tabel-1: Validity Test Results and Reliability Test

Variable	Statement items	Total item correlation	Cronbach Alpha	Information
Company Reputation (X1)	X1.1	0,890	0,890	Valid and reliable
	X1.2	0,822		
	X1.3	0,920		
	X1.4	0,852		
Employer Branding (X2)	X2.1	0,904	0,930	Valid and reliable
	X2.2	0,960		
	X2.3	0,941		
Interest in applying for a job (Y)	X3.1	0,897	0,940	Valid and reliable
	X3.2	0,897		
	X3.3	0,860		
	X3.4	0,960		

Source: Primary Data, 2023

Table 1 shows that all correlation coefficients of variable indicators tested in this study have values above 0.30 ($r > 0.3$). The validity test shows that the highest correlation is 0.940, and the lowest is 0.890. This indicates that all indicators in this study proved valid.

A variable can be considered reliable if the Cronbach Alpha value exceeds 0.6 (Ghozali, 2006). The reliability test results of the research instrument showed that the Cronbach Alpha value for each variable exceeded 0.6. Therefore, all variables in this study meet the reliability criteria and can be considered reliable.

Table-2. Classical Assumption Test Results

Variable	Normality Test	Multicollinearity Test		Heteroscedasticity Test	
	Asymp.Sig. (2-tailed)	Tolerance	VIF	T	Significance
Company Reputation (X1)	0,830	0,295	3,425	-1,842	0,068
Employer Branding (X2)		0,542	1,850	1,520	0,132

Source: Primary Data, 2023

Several classical assumption tests are performed to ensure that the interpretation of the test does not contain bias. These tests include normality, multicollinearity, and heteroscedasticity tests. The normality test results using Asymp.Sig (2-tailed) shows that the data follows the normal distribution. With the value of Asymp. Sig. (2-tailed) of 0.830, which is greater than $\alpha = 0.05$, it can be concluded that the data is normally distributed.

Multicollinearity testing using tolerances and VIFs shows that all independent variables have tolerance values greater than 0.10 (10%) and VIFs less than 10. Therefore, such regression models have no multicollinearity between the independent variables.

Heteroscedasticity testing shows that the test's significance against partial absolute residuals is greater than 0.05. Thus, the regression model does not experience heteroscedasticity and can be used to predict the dependent variable.

Thus, all classical assumption tests show results that meet the requirements so that they can be relied upon to interpret the dependent variable.

Table-3. Multiple Regression Analysis Results

Variable	Standardized Coefficients Beta	R2	Partial Test		Simultaneous Test	
			calculate	Sig	Fcalculate	Sig
Company Reputation (X1)	0,260	0,730	2,230	0,025	61,890	0,000
Employer Branding (X2)	0,230		2,735	0,008		

Source: Primary Data, 2023

The analytical model used to solve this research problem with multiple linear regression. Table 3 shows the calculation results of multiple linear regression analysis tests using SPSS.

E. DISCUSSION

Based on the data in Table 3, it is known that the significance value of the company's reputation t-test is 0.025. The significance value of the t-test is $0.025 < 0.05$ then H_0 is rejected. This means that the company's reputation significantly affects the interest in job applications. Along with the increasing reputation of a company, the higher the interest in applying for jobs at the company. This is also supported by research conducted by Cannaby (2018). Job seekers are concerned about the company's reputation as an important factor in applying for jobs. For example, they tend to be interested in financial institutions with a good reputation. The research shows that, overall, a company's reputation significantly influences job seekers' interest in applying for jobs.

The company's reputation significantly influences a person's interest in applying for a job. A good company reputation can attract job seekers because it indicates the company's quality, sustainability, and trust. Some experts also argue that a company's reputation can affect a prospective employee's perception of the work environment, career opportunities, salary level, and other benefits they can get from the company. Therefore, the company's reputation becomes an important factor job seekers consider when choosing the desired workplace.

The Influence of Employer Branding on Interest in Applying for Jobs

Based on the data in Table 3, it is known that the significance value of the employer branding t-test is 0.008. The significance value of the t-test is $0.008 < 0.05$ then H_0 is rejected. This means that employer branding significantly affects an interest in applying for jobs. This is also supported by research conducted by Cable and Tuban (2009) that in choosing prospective companies, job seekers often rely on the reputation built by the company through an authentic and strong employer image. Employer image and company reputation are considered very important for job seekers, as they both serve as signals used to reduce information inequality between employers and job seekers and reduce the job risks that may be faced.

Employer branding influences interest in the recruitment process for job seekers because it provides information about the benefits received when working in the company (Chhabra & Sharma, 2014). Employer branding significantly influences a person's interest in applying for jobs. Employer branding includes a company's efforts to build a positive image and reputation as an attractive workplace. By having strong employer branding, companies can attract prospective employees by conveying information about the benefits and benefits they get when working there. Research shows that good employer branding can influence job seekers' perceptions of a positive work environment, career development opportunities, competitive rewards, employee welfare programs, inclusive company culture, and values. This encourages job seekers to apply for jobs and join companies with strong employer branding.

F. CONCLUSION

Company reputation and employer branding significantly influence the interest of alumni of Hasanuddin University Makassar in applying for jobs. A good company reputation and strong employer branding can attract job seekers by conveying information about benefits, benefits, a positive work environment, career opportunities, competitive rewards, and company values.

These two factors play an important role in reducing information asymmetry between employers and job seekers and help minimize job risks that job seekers may face. A good corporate reputation reflects the quality, sustainability, and trust held by the company, while employer branding reinforces the company's image as an attractive and profitable workplace.

By having a good company reputation and strong employer branding, companies can increase the interest of job seekers to apply for jobs and join them. This gives it a competitive advantage in recruiting the best talent in the labor market. Therefore, companies must pay attention and invest in building and maintaining a positive company reputation and strengthening employer branding to attract qualified prospective employees.

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