

ABSTRAK

Frenindya Cahyaningtyas, 2026. Pengaruh *Employer Attractiveness* terhadap *Intention to Apply* dengan *Social Media Platforms* sebagai Variabel Mediasi pada *Fresh Graduate* di Kota Madiun (Studi pada Media Sosial Valory Service HP iPhone dan Android Madiun). Pembimbing I: Dr. Karuniawati Hasanah, S. E., M. M., Pembimbing II: Robby Sandhi Dessyarti, S.E., M.M.

Penelitian ini bertujuan menganalisis pengaruh *Employer Attractiveness* terhadap *Intention to Apply* dengan *Social Media Platforms* sebagai variabel mediasi pada *fresh graduate* di Kota Madiun, dengan objek Valory Service HP Madiun. Penelitian dilatarbelakangi oleh meningkatnya pengangguran lulusan perguruan tinggi, perubahan perilaku pencarian kerja menuju media digital, serta masih terbatasnya penelitian pada perusahaan berskala kecil dan menengah. Penelitian menggunakan pendekatan kuantitatif dengan desain asosiatif kausal. Sampel terdiri dari 170 *fresh graduate* yang dipilih menggunakan *purposive sampling*. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan SEM-PLS dengan SmartPLS 4. Hasil penelitian menunjukkan bahwa *Employer Attractiveness* berpengaruh positif terhadap *Social Media Platforms* dan *Intention to Apply*. *Social Media Platforms* juga berpengaruh positif terhadap *Intention to Apply* serta memediasi secara parsial pengaruh *Employer Attractiveness* terhadap *Intention to Apply*. Penelitian selanjutnya disarankan mengembangkan penelitian pada objek, wilayah, dan karakteristik responden yang berbeda.

Kata Kunci: *Employer Attractiveness, Social Media Platforms, Intention to Apply, Fresh Graduate*

ABSTRACT

This study aims to analyze the effect of Employer Attractiveness on Intention to Apply with Social Media Platforms as a mediating variable among fresh graduates in Madiun City, focusing on Valory Service HP Madiun. The study was motivated by increasing unemployment among higher education graduates, changes in job-search behavior toward digital media, and the limited number of studies focusing on small and medium-sized enterprises. This study employed a quantitative approach with a causal associative design. The sample consisted of 170 fresh graduates selected using purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using SEM-PLS with SmartPLS 4. The results show that Employer Attractiveness has a positive effect on Social Media Platforms and Intention to Apply. Social Media Platforms also has a positive effect on Intention to Apply and partially mediates the effect of Employer Attractiveness on Intention to Apply. Future research is suggested to examine different objects, regions, and respondent characteristics.

Keywords: *Employer Attractiveness, Social Media Platforms, Intention to Apply, Fresh Graduate*