

## ABSTRAK

Sita Susanti. 2025. Pengaruh *Corporate Social Responsibility (CSR)*, *Corporate Reputation*, dan *Employer Branding* terhadap *Intention to Apply for Job* pada Generasi Z di Kota Madiun. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Diah Santi Hariyani, S. E., M. Si., Pembimbing (II) Robby Sandhi Dessyarti, S.E., M.M.

Meningkatnya persaingan kerja di kalangan generasi muda mendorong perusahaan untuk memperhatikan faktor-faktor yang memengaruhi niat melamar kerja, terutama pada generasi Z. Di Kota Madiun, meskipun angka pengangguran menurun, masih terdapat ribuan yang belum bekerja. Penelitian ini bertujuan untuk menganalisis pengaruh *Corporate Social Responsibility (CSR)*, *Corporate Reputation*, dan *Employer Branding* terhadap *Intention to Apply for a Job* pada generasi Z di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif. Data primer dikumpulkan melalui kuesioner dari 384 responden yang merupakan generasi Z. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*. Analisis data dilakukan dengan bantuan SPSS 27. Hasil penelitian menunjukkan bahwa CSR, *Corporate Reputation*, dan *Employer Branding* berpengaruh positif dan signifikan terhadap *Intention to Apply for a Job*. Penelitian ini memperkuat *Signaling Theory* dan memberikan implikasi praktis bagi strategi rekrutmen perusahaan, khususnya dalam menarik talenta muda yang berdaya saing.

**Kata Kunci:** *Corporate Social Responsibility*, Reputasi Perusahaan, *Employer Branding*, *Intention to Apply*, Generasi Z.

## **ABSTRACT**

Sita Susanti. 2025. *The Effect of Corporate Social Responsibility (CSR), Corporate Reputation, and Employer Branding towards Intention to Apply for a Job among Z Generations in Madiun City. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor (I): Dr. Diyah Santi Hariyani, S.E., M.Si. Supervisor (II): Robby Sandhi Dessyarti, S.E., M.M.*

*Increasing job competition among the younger generation is encouraging companies to pay attention to factors that influence job application intentions, especially among Z Generations. In Madiun City, although the unemployment rate is decreasing, thousands of people are still unemployed. This study aims to analyze the influence of Corporate Social Responsibility (CSR), Corporate Reputation, and Employer Branding towards Intention to Apply for a Job among Z Generations in Madiun City. This study used a quantitative approach. Primary data were collected through questionnaires from 384 Z Generations respondents. The sampling technique used was purposive sampling. Data analysis was performed using SPSS 27. The results show that CSR, Corporate Reputation, and Employer Branding have a positive and significant effect towards Intention to Apply for a Job. This research strengthens Signalling Theory and provides practical implications for company recruitment strategies, particularly in attracting competitive young talent.*

**Keywords:** *Corporate Social Responsibility, Corporate Reputation, Employer Branding, Intention to Apply, Generation Z.*