



Analysis of the Influence of Work Culture, Ethics & CSR, Diversity, Salaries & Incentives, and Social Media on the Intention to Apply E-Commerce Companies

Rizky Firmansyah¹, Dediek Tri Kurniawan², Faliana Anda Lusia³, Fitri Nur Hasanah⁴, Intan Dwi Anisa⁵, Siska Indasari⁶, and Adelia Shabrina Prameka⁷

^{2,3,4,5,6}Department of Management, Universitas Negeri Malang, Malang, Jawa Timur, Indonesia

¹Department of Accountant, Universitas Negeri Malang, Malang, Jawa Timur, Indonesia

⁷Department of Management, Universitas Brawijaya, Malang, Jawa Timur, Indonesia
dediek.kurniawan.fe@um.ac.id

Abstract. E-commerce is one of the most growing companies in today's digital era. The e-commerce company is a company that utilizes technology to carry out its company activities. Employer Branding influences the development of e-commerce companies carried out by the company. With the more advanced and developing technology and the business world, e-commerce companies continue to strive to maintain the company's reputation by finding and retaining the best talent to achieve company goals. Company talent that has good quality will affect the company's positive value from the public's point of view. This study aims to determine what variables influence the work interest of prospective employees in E-Commerce companies. The research method used is quantitative. The results of this study indicate that the Work Culture and Social Media variables are the most influential in the intention to apply to e-commerce companies. This study's discussion results show that the variables Ethics and CSR (Corporate Social Responsibility), Diversity, and Salary and Incentives do not affect the intention to apply in e-commerce companies.

Keywords: employer branding, social media, intention to apply, e-commerce

1 Introduction

In the industrial era 4.0, there are many new companies in the field of technology. One of the companies engaged in technology is a platform that provides a place to sell and buy online or what is called E-Commerce. E-Commerce is a dynamic set of technologies, applications and business processes that connect companies, consumers and communities through electronic transactions and trading of goods, services and information conducted electronically. The E-Commerce system regarding digital transactions for various organizations and individuals (individuals), can reach consumers and the wider community so that it could increase the growth of its target market. This transaction model enables commercial transactions across national and cultural boundaries in a

much more convenient and cost-effective manner than in traditional trade frameworks [1]. This technological mechanism can be operated anywhere in all countries in the world because it has universal standards. The presence of the E-Commerce system allows various micro, small and medium companies to enter the global market easily and even in real time. The E-Commerce system as a form of information technology advancement has brought several changes, including lowering the cost of interaction between buyers and sellers, making interaction easier without time and place restrictions, more alternatives and facilitating promotion, opportunities to expand market share without having to have capital. and large investment, business transparency and ease of providing services to consumers or customers [2].

This study aims to determine the effect of the test variable on the interest in applying for a job or the Intention to Apply in an E-Commerce company. Interest in applying for a job is a prospective employee's interest in job vacancies or employers (companies) indicated by efforts to find information on job vacancies which will then be sorted and finally determine which company to apply for [3]. [4] stated that intention to apply is an interest in getting a job to remain in the group of job applicants. People who are looking for work generally because they need finances to survive by looking for job information. The more job applicants there are, the company will get employees who have a variety of abilities and qualities. Individuals who have good abilities will target companies with a good reputation as places to work. Apart from influencing company sales, the company's reputation also influences the interest of job applicants. The better the company's reputation, the more job seekers will be interested in working for this company. Most prospective employees consider matters relating to the company they are applying for, such as compensation, job characteristics, corporate social responsibility to their surroundings and the company's reputation in the community. Several factors can influence job seekers' interest in applying for jobs.

To find out the factors that attract prospective employees to apply for jobs in E-Commerce companies, the authors conducted a study to test several variables that were considered capable of attracting prospective employees to apply for jobs in E-Commerce companies. Several variables were tested, including: (1) Work Culture is a pattern of basic assumptions learned by certain groups to overcome official external and internal adaptation problems and has worked well. According to Ndraha (2010), there are several indicators in measuring and knowing work culture, namely habits, regulations, and values, (2) Ethics and CSR (Corporate Social Responsibility), according to [5], business ethics is a knowledge about ideal procedures for organizing and managing a business that takes into account universally applicable norms and morality. Business ethics governs potentially controversial matters such as corporate governance, insider trading, bribery, discrimination, corporate social responsibility and property rights responsibility. Simply put, this business ethics serves as a guide so that companies can carry out their business activities in accordance with the law and not do things that are detrimental.

The relationship between Ethics and Corporate Social Responsibility (CSR) is a relationship that can be likened to business ethics as the foundation or soul of the implementation of a business unit, and CSR is its manifestation. This means that business ethics talks about values, whether a company adheres to good or bad values. If a company has good values in business, then the company will carry out CSR which is indeed the responsibility of a company, (3) Diversity, is a condition of having or consisting of

different elements. Such as the inclusion of people from different races and cultures in a group or program. Diversity is influenced by biographical and personal characteristics. Variations such as age, ethnicity, and gender are included in biographical characteristics. While personality characteristics are more about the diversity of each person's nature, (4) Salary and Incentives, are given as a reciprocal of what employees have done. Salary is wages in the form of money that is paid as a form of responsibility for what has been done. Usually, salaries will be paid once a month at the end or beginning of the month. Salaries will continue every month in accordance with the agreed work contract. Bonuses (intensive) are wages given to employees under certain circumstances, such as achieving targets at work. Compensation can be in the form of money, goods and/or time, for example being given tickets for a holiday. The more employee performance increases, the greater the compensation provided by the company, both financial compensation and non-financial compensation. And vice versa, the lower the employee's performance, the lower the compensation given, (5) social media is a platform that facilitates users to carry out social activities such as talking with other people, posting what is being done to buying and selling a product. The initial purpose of social media was entertainment, but over time social media has developed into one of the most common promotional strategies. Promotion through social media is implemented when companies target certain individuals as key marketing tools, commonly called influencers, which are tailored to brand values and used by companies to find potential customers [6]. According to [1], using promotional strategies through social media will increase marketing performance. Because by delivering through social media, the message conveyed will be widespread in a very short time, which indirectly influences the minds of consumers to see the product being promoted. Proper and appropriate use of promotional strategies through social media is at the core of marketing a product, because with these traders can capture the attention of consumers and make products more memorable and spread widely from one person to another. Promotion through social media carried out at E-Commerce companies contains messages that are strong, interesting, and relevant to the lives of its users so that it encourages them to share them with many people as an emotional response.

2 Literature Review

2.1 Intention to Apply

Intention to apply is a person's desire to collect applications, visit companies, attend interviews, or other things that indicate a desire to apply for a particular job without indicating a definite commitment [4]. Meanwhile, according to [7], interest in applying for a job is a process of interest in having a job which begins with all efforts to search for information about job vacancies. Based on the information obtained, prospective employees then make choices and take a decision to determine which company they want.

2.2 Work Culture

According to [8] states that, work culture is a philosophy based on a view of life as values that become traits, habits, and driving forces, entrenched in the life of a community group or organization, then reflected in attitudes into behaviour, beliefs, ideals. - ideas, opinions and actions that are manifested as "work" or "working". According to [9], work culture is a habit that is carried out repeatedly by employees in an organization. There are no strict sanctions for violating this habit, but the organizational actors have morally agreed that this habit is a habit that must be adhered to in carry out work to achieve goals. Meanwhile, according to [10], work culture is a pattern of shared basic assumptions that certain groups learn to overcome problems of external adaptation and internal integration.

2.3 Ethics and CSR

According to [11], ethics is a part of philosophy that discusses values, norms, or morality rationally. Thus, norms are different from ethics. Norms are institutions and values regarding good and bad, while ethics is critical reflection and rational explanations of why something is good and bad. Business ethics is a segment of applied ethics that tries to control and examine corporate moral and ethical settings [12]. So, it can be concluded that business ethics are principles regarding a policy that provides guidance in carrying out business activities.

2.4 Diversity

Diversity is a complex subject and difficult to accept because every individual has certain biases that are invisible and shown through words, actions, and opinions. Diversity in the world of work can come from various aspects, ranging from diversity in gender, age, culture, to religion. According to [13], diversity refers to heterogeneity, distribution, difference, and good mix of traits.

2.5 Salary and Incentives

According to [14], salary is the amount of money received by employees for their service contributions and is received in a fixed amount every month. According to [15], intensive is remuneration received by employees in addition to basic salary which is calculated based on overtime hours and work performance. Bonuses (incentives) given can be material or non-material, bonuses (intensive) are given to provide motivation or encouragement for employees to work better and enthusiastically, so that employee performance or work results are increased which in the end the company's goals can be achieved. Material bonuses (incentives) are given in the form of money, while non-material bonuses (incentives) are given in the form of facilities, awards, or allowances.

2.6 Social Media

Social media is a means of communication to be able to interact, share insights between users on a broad scale [1]. Social media is a new phenomenon that has changed the way the business environment operates. Through social media, businesses gain access to resources that are otherwise unavailable to business owners. It also helps companies to increase their eligibility, cultivate strategic partnerships and increase their contacts with customers and suppliers. It is very important for business and marketing owners to understand how social media works as a communication, marketing tool and how they can significantly grow their business [16].

3 Research Method

This research used quantitative method. Data collection method used online questionnaires that distributed in student in university in Malang with criteria (purposive sampling): active student (bachelor degree program) in university and who is not working in any company. This study will examine the effect of work culture (WC), ethics and CSR (EC), diversity (D), salary and incentives (SI), and social media (SM) on the intention to apply (IA) of e-commerce companies. Analysis method used regression analysis with software SPSS.

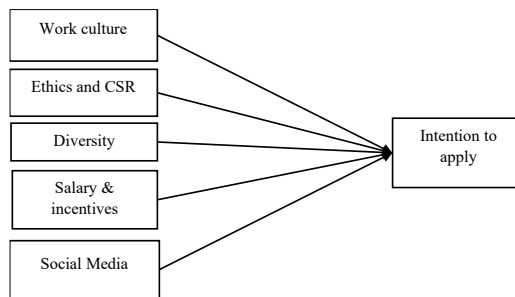


Fig. 1. Research Model

Hypothesis:

H1a. Work culture influenced the intention to apply in e-commerce companies.

H1b. Ethics and CSR influenced the intention to apply in e-commerce companies.

H1c. Diversity variable influenced the intention to apply in e-commerce companies.

H1d. The Salary and Incentives influenced the intention to apply in e-commerce companies.

H2. Social media influenced the intention to apply in e-commerce companies.

4 Result and Discussion

In this study, researchers used a sample of 321 people. This population is active students spread throughout Indonesian universities and is not working to any company.

4.1 Validity & Reliability Test

A validity test is used to measure whether a questionnaire is valid or not. The questionnaire is valid if the questions on the questionnaire are able to reveal something that will be measured in the questionnaire [17]. The decision on a question item is considered valid if it meets the following conditions: (a) Kaiser-Meyer-Olkin (KMO) value ≥ 0.5 , (b) significance value on Bartlett's Test of Sphericity <0.05 , and (c) Factor Loading value on Component Matrix > 0.5 . Based on the Validity Test output conducted using SPSS 16 in Table 1, it is known that the questionnaire or research instrument used is valid because the Kaiser-Meyer-Olkin (KMO) value of each variable is above 0.5, which means that it has met the $KMO \geq 0.5$ requirement, the significant value of each variable is 0.000, which means that it has met the Bartlett's Test of Sphericity <0.05 and the loading factor value of each variable item is also above 0.5, which means that it has completed the last requirement, namely Factor Loading on Component Matrix > 0.5 .

Table 1. Validity and Reliability Test

Item	Variable	KMO	Bartlett's Test Sig	Loading Factor	Cronbach's Alpha	Correlated Item Total Correlation
WC1	Work Culture	0.821	0.000	0.670	0.747	0.482
WC2				0.553		0.375
WC3				0.669		0.483
WC4				0.737		0.560
WC5				0.709		0.530
WC6				0.643		0.457
EC1	Ethics and CSR	0.679	0.000	0.823	0.736	0.579
EC3				0.828		0.586
EC4				0.776		0.517
D1				0.728		0.449
D2	Diversity	0.667	0.000	0.732	0.670	0.447
D3				0.670		0.426
D4				0.705		0.465
SI1				0.681		0.416
SI2	Salary and Incentives	0.689	0.000	0.792	0.684	0.563
SI3				0.697		0.449
SI4				0.695		0.433
SM1				0.820		0.581
SM2	Social Media	0.690	0.000	0.800	0.749	0.554
SM3				0.827		0.593
IA1				0.802		0.597
IA2	Intention to Apply	0.742	0.000	0.759	0.758	0.558
IA3				0.748		0.522
IA4				0.736		0.536

Sources: Data Processed by SPSS

A reliability test is used to determine whether the measuring instrument is consistent [18]. Each measuring instrument should have the ability to provide relatively consistent measurement results over time. This means that a set of the same objects measured many times with the same measuring instrument will get the same results

[19]. The decision on a question is considered reliable if it meets the following conditions: (a) Cronbach's Alpha value ≥ 0.5 , and (b) Corrected Item-Total Correlation value ≥ 0.3 . Based on the Reliability Test output in Table 1, it is known that the questionnaire or research instrument used is valid because the Cronbach's Alpha value of each variable is above 0.5, which means that it meets the Cronbach's Alpha ≥ 0.5 requirement and the Corrected Item-Total Correlation value of each variable item is also above 0.3 and means that it meets the Corrected Item-Total Correlation ≥ 0.3 requirement.

4.2 Statistical Descriptives

Descriptive Statistical Test is used to find information by collecting, analysing, and presenting data, which can be a mean through tables or graphs. The decision in the Descriptive Statistics Test can be seen from the highest mean, where the highest average value is the variable that influences research most.

Table 2. Descriptive Statistics

	Mean	Max.	Min.	Stand. Dev.
Work Culture	4.73	6	2	0.617
Ethics and CSR	4.81	6	2	0.686
Diversity	4.73	6	2	0.668
Salary and Incentives	4.77	6	2	0.668
Social Media	4.59	6	2	0.979
Intention to apply	4.60	6	2	0.872

Sources: Data Processed by SPSS

Based on the descriptive statistical test in Table 2, Ethics and CSR (EC) have the highest value of mean, which is 4.81. Social media is the lowest mean (4.59).

4.3 Regression Test

A regression test examines the relationship between the dependent variable and one or more independent variables. The regression test can describe data phenomena through the formation of a numerical relationship model [20]. The decision of the question in the study is considered to have a relationship if it meets the following conditions: (a) the signification value in the Partial Test < 0.05 , (b) if the coefficient value shows a positive number (+), it means that it has an influence or shows a unidirectional relationship, otherwise if the coefficient value shows a negative number (-), it means that it has no influence or shows a reversed relationship, (c) the signification value in the Simultaneous Test < 0.05 , (d) measure the percentage of variable relationships with research through Adjusted R².

Table 3. Regression Test

Ad-justed R ²	Simultaneous test		Coeffi- cient	Partial Test		Decision
	F-test	Sig		T-Test	Sig	

WC→ IA				0.424	4.553	0.000	H1a accepted
EC→ IA				-0.028	-0.350	0.726	H1b rejected
DIV→ IA	0.380	38.667	0.000	0.141	1.680	0.094	H1c rejected
SI→ IA				0.015	0.235	0.815	H1d rejected
SM→ IA				0.299	6.368	0.000	H2 accepted

WC=Work culture, EC=Ethics & CSR, DIV=Diversity, SI=Salary & Incentive, SM=Social Media, IA=intention to apply, Sources: Data Processed by SPSS

Through this study, it is known that work culture partially affects intention to apply in e-commerce. This is known through the output of the work culture signification value in the partial test, which is smaller than 0.05, namely 0.000 (H1a accepted). The coefficient value owned by the work culture variable is positive, namely 0.424. Therefore, this study confirms the relationship between work culture and intention to apply. It means that the better the work culture (WC) in an e-commerce company, the higher the interest in applying for work (IA). In addition, this study fails to confirm the relationship between diversity, ethics & CSR, and salary & incentives on intention to apply in e-commerce companies so that H1b, H1c, and H1d are rejected. This study also showed social media (SM) has significant effect on intention to apply in e-commerce companies (sig. 0.000 < 0.05 and coefficient 0.299) and H2 accepted.

4.4 Discussion

The Effect of Work Culture (WC) on Intention to Apply (IA). This study proved the effect of work culture on the intention to apply to e-commerce companies. This is in line with research conducted by [21], the study found that companies with a good work culture will affect the interest in applying for work. Work culture can be interpreted as a value or a characteristic a company possesses. E-commerce companies are synonymous with a flexible work culture. The younger generation is known to like flexible work culture, unbound, and can make them innovate more and voice their ideas [22]. The work culture criteria students seek as e-commerce companies have offered prospective employees, so the percentage of desire to apply for work at e-commerce companies is also getting bigger. This is in line with research conducted by [21], the study found that companies that have a good work culture will affect interest in applying for work. Work culture can be interpreted as a value or value or a characteristic owned by a company.

The Effect of Ethics and CSR (EC) on Intention to Apply (IA). This research shows that the ethics & CSR variable has no partial effect on the intention to apply in e-commerce. Based on these results, it is known that the ethics and responsibilities of e-commerce companies provided through CSR (EC) cannot increase the interest in applying for work (IA) of prospective employees in E-Commerce companies. Corporate Social Responsibility (CSR) is another term for corporate social responsibility, which is a business approach to sustainable development through offering environmental, social, and economic benefits to all stakeholders [3]. CSR is used to build the company's good reputation. With a good reputation, the company can increase revenue and corporate branding. But besides that, there are several things that make business ethics important, namely: (1) corporate ethics affect reputation, (2) build trust between businesses and

consumers, (3) business ethics affect employee behaviour. A company with a good reputation can not only attract customers but can also attract employees.

The Effect of Diversity (D) on Intention to Apply (IA). Diversity in e-commerce companies can be found among employees who have diversity in gender, age, religion, ethnicity, culture, and others. In addition to diversity among employees, E-commerce companies offer diversity of tasks or jobs. E-commerce companies need to pay special attention to this diversity so that it can become the strength of the company in achieving its goals. It is essential always to remember that diversity is a strength, not a weakness. This statement is not just a slogan but a fact that can be seen from the many international companies that have been successful by showing the facts about the importance of diversity in a company. Some steps to increase diversity in the workplace are as follows: (1) assess, develop, and implement a workplace diversity plan, (2) increase awareness and make policies, and (3) company ambassadors. This study shows that variable D has no partial effect on the intention to apply in e-commerce companies. Based on the results of this study, it can be concluded that the diversity owned by E-Commerce companies does not affect the interest in applying for prospective employees.

The Effect of Salary and Incentives (SI) on Intention to Apply (IA). Salary and bonus (incentive) is one form of financial compensation the company gives its employees. The purpose of providing financial compensation is to increase employee motivation so that employees are passionate about working to achieve company goals. Incentives also aim to increase productivity in carrying out their duties. Therefore, incentives must be provided on time to encourage each employee to work better than before [23]. Every employee has their interests and goals when applying for a job at a company. For some employees, the hope of earning money is the only reason to work, but other employees may think that money is only one of the many needs that are met through work. This study shows that the salary and incentives variable have no partial effect on the intention to apply in e-commerce companies. Based on the results of this study, it can be concluded that the salary and incentives offered by e-commerce companies have a low influence on the interest of prospective employees in applying for work at e-commerce companies. It can be influenced by the imbalance between the work done and the salary offered. Salary is a reward employees receive every month for a job that has been done.

The Effect of Social Media (SM) on Intention to Apply (IA). According to [24], outbound marketing in employer branding is a strategy to build a company's reputation in the eyes of the public. E-commerce companies have a strategy to manage and influence the company's reputation in the eyes of the public. Both as job seekers and as stakeholders to get a good company image, thus making e-commerce companies their preferred company. External marketing carried out by e-commerce companies is online tools, namely through social media platforms. In this study, it is known that social media affects the intention to apply to e-commerce companies. Therefore, this study confirms a relationship between social media and intention to apply. This unidirectional relationship means that the better the e-commerce company's social media usage, the higher the interest to apply to the E-commerce company. Every company needs social media to promote its business. Posts uploaded on the company's social media account

reflect the company's work culture. E-commerce company social media posts are identical to unique designs, in accordance with prevailing trends, and communicative. In addition to promoting their business to customers, social media is also used to attract prospective employees to apply for jobs in their company. Job promotions carried out by e-commerce companies on social media affect the work interest of employees or prospective employees. In addition, the existence of promotions through social media that explain job opportunities in detail will also attract the attention of employees or prospective employees to work and stay in the company.

5 Conclusion

From the results and discussion of the research conducted, it can be concluded that the work culture (WC) and social media (SM) variables simultaneously affect intention to apply (IA) in e-commerce companies. While other variables, namely the variables of ethics and CSR (EC), diversity (D), salary and incentives (SI) have no partial effect on the variable Intention to Apply (IA) in e-commerce companies. Work culture (WC) and social media (SM) are the most influential variables because the work culture in this company is considered suitable for the job characteristics sought by students who act as respondents in this study. While social media has an overall effect on the job interest of prospective employees in e-commerce companies, this is because job promotions carried out by e-commerce companies can be easily reached by students who act as respondents in this study due to technological advances. E-commerce companies should pay more attention to other factors that can increase the interest in applying for a job for prospective employees, because the higher the interest of prospective employees to apply for a job at the company, the higher the possibility of the company getting employees with the descriptions and specifications needed by the company in achieving its company goals. In addition, E-Commerce companies must also maintain and develop variables that overall influence prospective employees' job interests.

References

1. D. Prihadi and A. D. Susilawati, "Pengaruh kemampuan e-commerce dan promosi di media sosial terhadap kinerja pemasaran," *Benefit J. Manaj. dan Bisnis*, vol. 3, no. 1, pp. 15–20, 2018.
2. J. Bernadi, "Aplikasi Sistem Informasi Penjualan Berbasis Web Pada Toko Velg YQ," *ComTech Comput. Math. Eng. Appl.*, vol. 4, no. 2, pp. 731–741, 2013.
3. D. I. Febrianti and C. Hendratmoko, "Pengaruh kompensasi, karakteristik pekerjaan, tanggung jawab sosial perusahaan dan reputasi perusahaan terhadap minat melamar pekerjaan," *KINERJA*, vol. 19, no. 2, pp. 257–267, 2022.
4. D. S. Chapman, K. L. Uggerslev, S. A. Carroll, K. A. Piasentin, and D. A. Jones, "Applicant attraction to organizations and job choice: a meta-analytic review of the correlates of recruiting outcomes.," *J. Appl. Psychol.*, vol. 90, no. 5, p. 928, 2005.
5. E. B. I. Muslich and L. Filosofis, "Normatif, dan Substansi Implementatif," *Yogyakarta: Ekonisia*, 2004.

6. S. Adha, M. Fahlevi, R. Rita, A. S. Rabiah, and R. D. Parashakti, "Pengaruh Sosial Media Influencer Terhadap Pengaruh Minat Kerja Antar Brand," *J. Ind. Eng. Manag. Res.*, vol. 1, no. 1b, pp. 127–130, 2020.
7. A. E. Barber, *Recruiting employees: Individual and organizational perspectives*. Sage Publications, 1998.
8. D. R. Pattipawae, "Penerapan nilai-nilai dasar budaya kerja dan prinsip-prinsip organisasi budaya kerja pemerintah dengan baik dan benar," *Sasi*, vol. 17, no. 3, pp. 31–44, 2011.
9. H. Nawawi, "Manajemen Sumber Daya Manusia untuk bisnis yang kompetitif," 2001.
10. E. H. Schein, *Organizational culture and leadership*, vol. 2. John Wiley & Sons, 2010.
11. A. Baedowi, "Etika bisnis Perspektif islam," *J. Huk. Islam IAIN Pekalongan*, vol. 9, no. 2, p. 37019, 2011.
12. A. Hasoloan, "Peranan etika bisnis dalam perusahaan bisnis," *War. Dharmawangsa*, no. 57, 2018.
13. K. Campbell and A. Mínguez-Vera, "Gender diversity in the boardroom and firm financial performance," *J. Bus. ethics*, vol. 83, pp. 435–451, 2008.
14. M. Tulus, *Manajemen Sumber Daya Manusia: Buku Panduan Mahasiswa*. PT. Gramedia Pustaka Utama, 1992.
15. S. Sinaga, "Peranan Balas Jasa dan Insentif Terhadap Motivasi Kerja pada PT. Sony Gemerlang Medan," *J. Darma Agung*, vol. 28, no. 1, pp. 132–144, 2020.
16. A. Jagongo and C. Kinyua, "The social media and entrepreneurship growth," *Int. J. Humanit. Soc. Sci.*, vol. 3, no. 10, pp. 213–227, 2013.
17. R. T. Surbakti, "Pengaruh Motivasi Kerja Terhadap Kinerja Karyawan Golongan 1 Di Universitas Katolik Parahyangan," *E-Journal Grad. Unpar*, vol. 1, no. 2, pp. 211–232, 2014.
18. D. Sugiyono, "Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D," 2013.
19. B. R. Potale, "Pengaruh proses rekrutmen dan seleksi terhadap kinerja karyawan pada PT bank SULUTGO," *J. Berk. Ilm. Efisiensi*, vol. 16, no. 4, 2016.
20. D. Kurniawan, "Regresi linier." *Statistic*, 2008.
21. V. Katiyar and G. K. Saini, "Impact of social media activities on employer brand equity and intention to apply," *NMIMS Manag. Rev.*, vol. 28, no. 9, pp. 11–31, 2016.
22. P. S. Purborini and R. A. Basid, "Pengaruh Employer Branding terhadap Intensi Melamar Pekerjaan di Perusahaan BUMN dengan Reputasi Perusahaan sebagai Pemediiasi," *J. Manaj. Dan Bisnis Indones.*, vol. 8, no. 1, pp. 103–114, 2022.
23. A. R. Nafrizal and S. Idris, "Pengaruh Insentif, Motivasi Kerja, Gaya Kepemimpinan dan Budaya Organisasi terhadap Kepuasan Kerja serta Dampaknya pada Kinerja Personil POLRI pada Satuan Kerja Biro Operasi MAPOLDA Aceh," *J. Manaj. Pascasarj. Univ. Syiah Kuala*, vol. 2, no. 1, 2012.
24. K. Backhaus and S. Tikoo, "Conceptualizing and researching employer branding," *Career Dev. Int.*, vol. 9, no. 5, pp. 501–517, 2004, doi: 10.1108/13620430410550754.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

