

ABSTRACT

The purpose of this study is to assess the influence of e-recruitment and employer branding on the intention to apply using corporate reputation as mediating variable. The study's object is fresh graduates from Universitas Diponegoro in the 2022–2024, with 100 respondents serving as samples. The study uses a quantitative approach with data obtained from an online questionnaire, followed by an analysis using a SEM-PLS.

The results demonstrate that e-recruitment and employer branding have positive and significant impact on individuals' intention to apply. Furthermore, corporate reputation significantly mediates the influence between e-recruitment and employer branding on the intention to apply. These results highlight the critical role of digital recruitment strategies and organizational branding in attracting potential job candidates, particularly among fresh graduates and younger generations.

Keyword: e-recruitment, employer branding, corporate reputation, intention to apply for a job.

