

ABSTRACT

In the midst of increasingly dynamic global competition, companies face significant challenges in attracting and retaining talent from Generation Z. This generation is known to prioritize company values, collaborative culture, and personal development opportunities over financial compensation alone. Therefore, employer branding has become a crucial strategy to build a positive corporate image in the eyes of potential applicants. This study aims to analyze the influence of employer branding on job application intention among Generation Z, with corporate reputation serving as a mediating variable that can strengthen this relationship.

This research employs a quantitative approach by distributing questionnaires to final-year students from the Faculty of Economics and Business at Diponegoro University. They are considered representative of Generation Z, who are entering the early stages of their careers. The data were analyzed using Structural Equation Modeling (SEM) with the assistance of AMOS software to examine both direct and indirect relationships among employer branding, corporate reputation, and job application intention.

The results of the study show that employer branding has a significant effect on the intention to apply for a job, and company reputation is also proven to significantly mediate this relationship. Generation Z places strong emphasis on corporate social responsibility, ethics, and inclusive work environments as indicators of a good reputation. This study highlights the importance of integrating employer branding and corporate reputation in designing effective recruitment strategies that align with the expectations of Generation Z in today's digital era.

Keywords: *Employer branding, corporate reputation, job application intention, Generation Z.*