

The Impact of Employer Branding Towards Intention to Apply on Novo Club Community Batch 1 with Corporate Reputation as Mediation Variable

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KEYWORDS

Employer Branding, Corporate Reputation, Intention to Apply

ABSTRACT

This study aims to examine the effect of employer branding on the intention to apply by mediating variable corporate reputation in Novo Club Community Members Batch 1. The data in this study were tested using the SEM-PLS (Structural Equation Modeling-Partial Least Square) method by sampling using purposive sampling techniques to 157 respondents who were active members of Novo Club Batch 1. The data in this study was obtained through questionnaires that were distributed using the help of google forms and processed using SmartPLS 3.0 software. The result of this study is that employer branding through corporate reputation has no positive and significant effect on the intention to apply with T-statistical values of $1,485 < 1.96$ and P-values of $0.138 > 0.05$. Therefore, ParagonCorp needs to carry out a new strategy that is more targeted and measurable to improve the company's good reputation.

INTRODUCTION

In the last three years, the world has been hit by the Covid-19 virus. This has a huge impact on all countries of the world. Not only has an impact on public health, but also affects the economic conditions, education and social life of the community, especially in Indonesia. Various efforts have been made by the government in order to prevent the spread of the Covid-19 virus, one of which is by issuing (Arfyanto, et al. 2020) *physical and social distancing* policies. The policy makes almost all community activities turn online, namely activities carried out remotely and rely on the internet. In the economic aspect, *fast moving consumer goods* (FMCG) companies are also affected.

FMCG is an item whose consumption process moves quickly because it sells daily necessities products where people will always make repeat purchases to meet their daily needs at relatively cheap prices and sold in large quantities. In 2022, FMCG companies are one of the many industries in Indonesia that have the potential to face disruption due to the new normal. This deserves attention because FMCG companies are one of Indonesia's main industries that contribute significantly to national economic development. Even though the pandemic hit, retail sales of FMCG products should still show positive results. This is a challenge for FMCG companies to continue to move quickly and innovatively in order to survive even in the Covid-19 pandemic situation. One way is to keep doing company activities remotely (Kenton 2021)(Nuraini 2022).

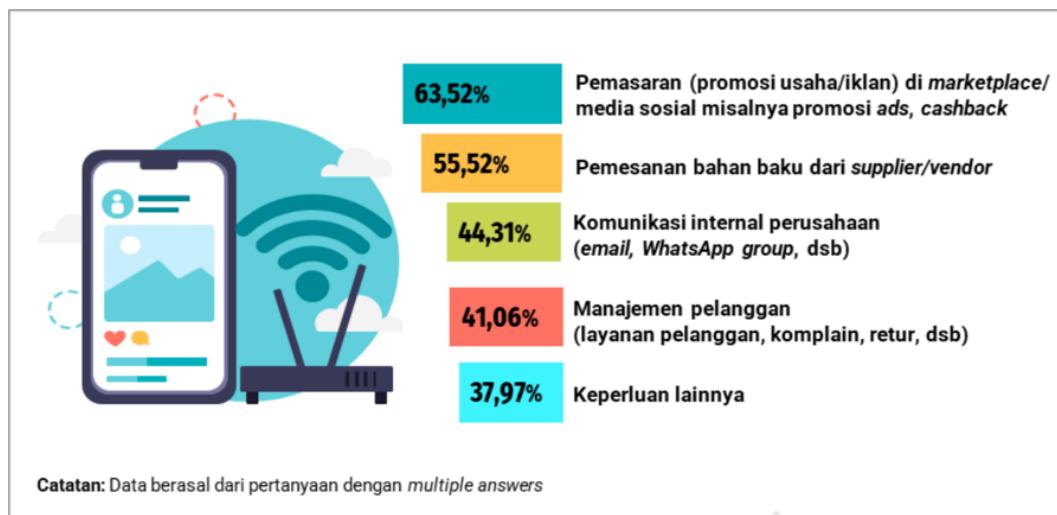


Figure 11.1 Percentage of E-Commerce Business According to the Utilization of Internet Services Used in 2020 Sumber: Central Bureau of Statistics 2021

Through figure 1.1, it can be seen that most company activities can be carried out online by utilizing the internet. It was recorded that 63.52 percent used the internet to market products through social media and *market places* by reaching all buyers from various regions in Indonesia without being hindered by distance and time. Not only marketing, the internet is also used as a medium for ordering raw materials from *suppliers / vendors*. That way the company's business activities can continue to run in all aspects and can still innovate for each of its products, because the more FMCG products produced are used, impacting the company's reputation which can affect one's interest in a career in the FMCG industry. In fact, FMCG has managed to survive the pandemic situation by becoming one of the industries in Indonesia that is not so affected. Indonesia recorded an overall positive change in FMCG market value of 8.8 percent year-on-year in the third quarter of 2020.(Nuraini 2022)

The success of the FMCG company in achieving *goals* refers to two things, namely employee performance and public assessment of a company. In obtaining good human resources, companies also need to carry out strategies from introducing their companies to recruiting potential employees. Especially now that there are various generations that have substantial differences between generations, ranging from aspects of needs, preferences, thought processes, and even their preferred work style (Pandita, 2021). This is one of the reasons for the company to make a strategy in building public perception of its company. The difference between each generation is important for companies to pay attention to how they communicate to (Amelia 2022) *talents* as job search candidates so that information about the company is conveyed perfectly to the right *talent* (high quality, ideal, and in accordance with the company's culture and vision). It can be seen in the ParagonCorp company that makes many innovations in communicating and showing its corporate image. (Amelia 2022)

ParagonCorp is a *holding company* that has subsidiaries, namely Paragon Technology and Innovation (PTI) as an FMCG company in the field of cosmetics, Parama as a distribution company, and Pharmacore a cosmetic company located in Malaysia. ParagonCorp was founded by Mrs. Nurhayati Subakat in 1985 as a *home industry*. Now ParagonCorp grows hand in hand with the goals and values espoused to become the largest cosmetics company as well as the market leader of cosmetics in Indonesia. There are 5 core values of ParagonCorp to become a useful, growing and sustainable company. This is the main foundation implemented by ParagonCorp (Paragonian) employees. These 5 core values consist of divinity, caring, humility, resilience, and innovation. According to Siswanto (2022), if a company has a strong culture, it will definitely produce good performance in the long run.(ParagonCorp 2022)

Throughout its journey from 1985 to 2022, ParagonCorp has produced 12 brands sold in the market such as Putri, Wardah, Makeover, Emina, Kahf, Putri, Crystallure, Instaperfect, Labore, Biodef, Tavi, and Wonderly. There are so many innovations that continue to be carried out by ParagonCorp, for example, ParagonCorp launched 5 brands at once within 3 years during the pandemic. These brands are Kahf, Labore, Biodef, Tavi, and Wonderly. Not only innovating products, ParagonCorp through the

Employer Branding division also innovates to continue to realize the ideals of usefulness. (ParagonCorp 2022)

In 2022, ParagonCorp employees reached 13,000 employees spread throughout Indonesia and Malaysia. This was achieved by the intervention of ParagonCorp's *Employer Branding* in conveying company information to build a good reputation. In the world of marketing, there is marketing management which is the art and science of choosing target markets, reaching, retaining, and growing customers by creating, delivering and communicating superior customer value (Kotler & Keller, 2009). This is related to *employer branding* in attracting *targeted talent*. In a script launched by Simon Barrow and Tim Ambler (1996), *employer branding* has the main task to focus on certain priorities such as increasing productivity, developing recruitment, retention and employee commitment. According to Amelia (2022), quality talents do not come alone, they are sought after, given an understanding of what the company wants and what they will get when they work to be part of the company later. This is achieved by ParagonCorp's *Employer Branding*, through a strategy based on ParagonCorp's 5 values. As mentioned earlier, ParagonCorp not only innovates products but also makes other innovations through *the employer branding division*, namely by forming a community called Novo Club during the pandemic. Based on the results of the Central Statistics Agency census in 2020, it was recorded that the majority of Indonesia's population was dominated by Generation Z, with a percentage of 27.94 beating other generations out of a total of 270.20 million people. This is a (Yusnia and Kristanti 2022) (Aziz 2021) *clue* for ParagonCorp in developing a branding strategy and starting to innovate with students through the Novo Club community.

Novo Club is a place for young people to learn and develop themselves through innovative collaborations. This community is intended for active students throughout Indonesia. Students who are currently called Gen-Z are the generation born in the 1990s and raised in the 2000s, they do not want to be trend followers but also participate in creating trends. They prefer to follow their instincts and passions rather than rely on their parents as previous generations did, simply because of the widespread access to information to them through the internet and technology. This is an opportunity for ParagonCorp to convey company (Pandita 2021)(Pandita 2021) *values* and realize useful *campaigns* among students as one of its goals.

Judging from the current run, the number of Paranovo has decreased by 2,342 Paranovo. The initial number of registrants was 2,798 Paranovo, but currently there are approximately 456 active Paranovos. It is a question whether one of the initial foundations of the establishment of the Novo Club has been achieved, namely increasing *awareness* of ParagonCorp among students or Gen-Z. The impact of Novo Club's running can be known through research whether Paranovo accepts what *the Employer Branding* team says in the hope of results, the more Paranovo knows the *value* of Paragon, the more Paranovo is interested in joining ParagonCorp.

Through the presentation poured by the researcher on the background above, it has been determined that the researcher will discuss related to "The Effect of Employer Branding on Intention to Apply in the Novo Club Batch 1 Community with Corporate Reputation as a Mediation Variable". The research conducted was aimed at Novo Club Members throughout Indonesia, students and Paragoncorp companies using quantitative methods through *purposive sampling* techniques. This research is expected to provide an overview of whether the series of activities contained in the Novo Club community affect the *company reputation* and *employer attractiveness* of students as Novo Club members so as to increase *awareness* and generate *trust* so that it has a real influence on the *Intention to Apply* ParagonCorp company.

METHOD

The study entitled "The Effect of Employer Branding on Intention to Apply in Novo Club Community Batch 1 with Corporate Reputation as a Mediation Variable" uses quantitative methods, namely research methods that use the philosophical foundation of positivism as a reference used to research certain populations or samples. In addition, data collection is quantitative with the aim of testing established hypotheses (Sugiyono, 2013). The research instrument in this study was compiled by researchers in the form of questionnaires. The questionnaire that has been prepared will then be

disseminated to respondents based on the criteria of respondents that have been determined with the contents of the list of questions with a likert scale of 1-5 to measure the research instrument.

This research was conducted in many Indonesian cities which were divided into 5 regions. The 5 regions include Jakarta, Depok, Tangerang, Bekasi, Banten, West Java, Central Java, East Java, Yogyakarta, Sumatra, Kalimantan, Sulawesi, Ambon and Papua. The location selection was made because Novo Club members are spread throughout Indonesia which are grouped by regions that have been determined at the beginning. This study was conducted from December 2022 to January 2022. In this study, the intended population is members of the Novo Club community which amounted to 1953 members who have joined the Discord platform. This study used Purposive sampling method in collecting samples. This study obtained primary data which was packaged into a questionnaire, namely data collection carried out by giving a set of questions or written statements to the respondents for answers (Sugiyono, 2013). The questionnaire that has been prepared by penullis is then distributed through the Discord platform to respondents based on criteria set by researchers with the help of the google form application as a tool for respondents in answering questions from the author.

Secondary data is primary data that has been further processed and presented either by the primary data collector or by other parties for example in the form of tables or diagrams (Umar, 2011). Secondary data were obtained by researchers from many sources, including books that discuss employer branding, theses and previous journals related to research topics, namely employer attractiveness and corporate reputation.

RESULTS AND DISCUSSION

Research Instrument Testing

The collection of research instruments was carried out through questionnaires distributed to respondents based on predetermined research criteria. The respondents gave answers to the questionnaire according to what they felt and passed during the series of Novo Club Batch 1 community activities. Then the questionnaire is an instrument that is declared valid or reliable.

Convergent Validity Test

According to Ghozali's explanation (2020), in the field of SEM, researchers *are familiar with* measuring confirmatory factor analysis models using the Multi Trait Multi Method (MTMM) approach. One of them is by testing convergent validity. Convergent validity has a relationship with the principle that the manifest variables of a construct should have a high correlation. This refers to the *rule of thumb* where the *loading factor* must exceed 0.7. So the following are the results of the convergent validity test through the help of SmartPLS 3.0 software.

1. Loading Factor

The measurement of convergent validity can be known through the relationship of the indicator score with the construct score (loading factor). This can be said to be valid if the corresponding value criteria are each indicator >0.70 and have a P-value <0.05 . If it is appropriate, it can be said to be significant. The results of the *loading factor* in this study are as follows:

Table 1 Loading Factor Results

Items	Loading Factor	R Critical	Description (Loading Factor > 0.7)
X.1	0.793	0.7	Valid
X.10	0.765	0.7	Valid
X.11	0.805	0.7	Valid
X.12	0.696	0.7	Valid
X.13	0.732	0.7	Valid
X.14	0.763	0.7	Valid
X.15	0.650	0.7	Valid
X.16	0.850	0.7	Valid
X.17	0.740	0.7	Valid
X.18	0.846	0.7	Valid
X.19	0.737	0.7	Valid

Items	Loading Factor	R Critical	Description (Loading Factor > 0.7)
X.2	0.740	0.7	Valid
X.20	0.816	0.7	Valid
X.21	0.879	0.7	Valid
X.3	0.729	0.7	Valid
X.4	0.794	0.7	Valid
X.5	0.775	0.7	Valid
X.6	0.800	0.7	Valid
X.7	0.718	0.7	Valid
X.8	0.656	0.7	Valid
X.9	0.701	0.7	Valid
Y.30	0.817	0.7	Valid
Y.31	0.854	0.7	Valid
Y.32	0.846	0.7	Valid
Y.33	0.818	0.7	Valid
Y.34	0.655	0.7	Valid
Y.35	0.792	0.7	Valid
Y.36	0.805	0.7	Valid
Y.37	0.828	0.7	Valid
Y.38	0.704	0.7	Valid
Y.39	0.852	0.7	Valid
Z.22	0.816	0.7	Valid
Z.23	0.851	0.7	Valid
Z.24	0.816	0.7	Valid
Z.25	0.855	0.7	Valid
Z.26	0.749	0.7	Valid
Z.27	0.821	0.7	Valid
Z.28	0.816	0.7	Valid
Z.29	0.838	0.7	Valid

Source: Author's Processed Data (2022)

Through the table above, it can be seen that all statements show a loading factor value of >0.7, which means that all statements in this study are considered valid because they pass the applicable regulations. Then an average variance extracted (AVE) test is performed to strengthen the results of convergent validity.

2. Average Variance Extracted (AVE)

As mentioned earlier, the strength of the convergent validity test is seen by the AVE value. According to Ghozali (2020) the recommended AVE value is 0.50 for the test to be declared valid. By 0.50 means that 50% or more variance of the indicator can be explained. Here are the AVE results obtained in this study:

Table 3 Average Variant Extracted (AVE) Results

Variable	R Critical	Average Variance Extracted (AVE)	Criteria (AVE > 0.5)
Corporate Reputation	0.50	0.674	Valid
Employer Attractiveness	0.50	0.583	Valid
Intention to Apply	0.50	0.640	Valid

Source : Author's Processed Data (2022)

Based on table 3, the AVE value of all variables is >0.50 , so that all variables are declared valid and it can be said that the indicators that form the construct have good convergent validity values.

Discriminant Validity Test

Discriminant Validity is the amount of the value of loading aspects with aspects that are greater than the value of other aspects. This can be known by comparing the roots of AVE where aspects must be higher than the correlation of other aspects (Husnawati, Tentama, & Situmorang, 2019). In addition to looking at the *cross loading* value, you can see the *heterotrait-monotrait ratio* (HTMT) value to see whether the statement is valid or not.

1. Cross Loading

Cross loading represented by SmartPLS in the cross validation indicator is declared valid if the result of the comparison of the value of the loading variable is greater than other variables. Here are the results of *cross loading* in this study:

Table 4 Cross Loading

	Corporate Reputation (Z)	Employer Branding (X)	Intention to Apply (Y)
X.1	0.615	0.793	0.574
X.10	0.545	0.765	0.542
X.11	0.608	0.805	0.537
X.12	0.510	0.696	0.499
X.13	0.535	0.732	0.537
X.14	0.573	0.763	0.625
X.15	0.461	0.650	0.451
X.16	0.607	0.850	0.640
X.17	0.502	0.740	0.581
X.18	0.659	0.846	0.616
X.19	0.507	0.737	0.596
X.2	0.530	0.740	0.571
X.20	0.594	0.816	0.611
X.21	0.740	0.879	0.648
X.3	0.526	0.729	0.485
X.4	0.568	0.794	0.627
X.5	0.544	0.775	0.527
X.6	0.606	0.800	0.625
X.7	0.504	0.718	0.478
X.8	0.505	0.656	0.370
X.9	0.486	0.701	0.491
Y.30	0.481	0.572	0.817
Y.31	0.468	0.602	0.854
Y.32	0.460	0.621	0.846
Y.33	0.418	0.584	0.818
Y.34	0.404	0.520	0.655
Y.35	0.423	0.546	0.792
Y.36	0.471	0.564	0.805
Y.37	0.558	0.656	0.828
Y.38	0.455	0.523	0.704
Y.39	0.542	0.637	0.852
Z.22	0.816	0.675	0.582
Z.23	0.851	0.711	0.540
Z.24	0.816	0.675	0.563
Z.25	0.855	0.645	0.544
Z.26	0.749	0.445	0.328
Z.27	0.821	0.533	0.391

Z.28	0.816	0.505	0.397
Z.29	0.838	0.537	0.406

Source: Author's Processed Data (2023)

In table 4, the correlation of the latent variable with the indicator is greater than the size of the latent variable, so that the latent construct with the indicator is greater than the latent variable, so that the latent construct in the block is better than the size of other blocks. In addition, the cross loading value of one variable >0.050, so there is no discriminant validity problem in *the cross loading analysis*.

2.Heteroit-Monotrait Ratio (HTMT)

According to Ghazali (2014) a construct can be declared good if the HTMT value is <0.90. The results of HTMT in this study are:

Table 5 HTMT Results

Variable	Corporate Reputation	Employer Attractiveness	Intention to Apply
Corporate Reputation			
Employer Branding	0.755		
Intention to Apply	0.609	0.765	

Source : Author's Processed Data (2022)

Based on the results of HTMT, it shows that all variable construct values in this study are declared discriminantly valid because they meet the criteria for HTMT values below 0.90.

Reliability Test

Reliability tests are performed for the purpose of proving the accuracy, consistency and accuracy of instruments in measuring constructs. In this test there is a *Rule of Thumb* to be used as a reference. *The rule of thumb* that is commonly used, namely *composite reliability*, must be > 0.70. Here are the results of *Cronbach's alpha* value and *composite reliability* value in the study:

Table 6 Results of Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Corporate Reputation	0.932	0.943
Employer Branding	0.964	0.967
Intention to Apply	0.936	0.946

Source : Author's Processed Data (2022)

Based on table 6, it can be seen that *Cronbach's alpha* and *composite reliability* values show above 0.70, so that all statements and all variables are tested for reliability and can be declared reliable.

Structural Model Testing

The structural model test in this study was found as follows:

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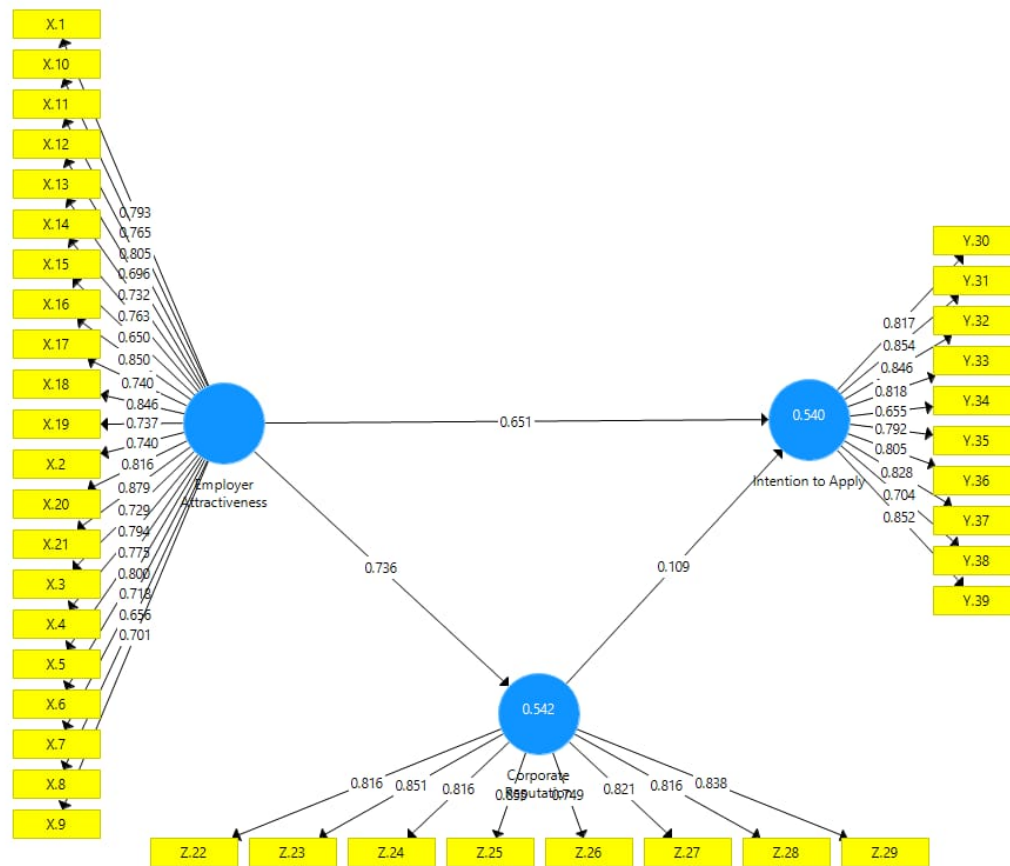


Figure 2 Structural Model Test
Source : Author's Processed Data (2022)

Through figure 2, the results of the structural model evaluation (inner model) are found which explain that there is a relationship between the variable dimension of corporate attractiveness to intention to apply and corporate reputation as a mediation variable. In the employer attractiveness variable, there is a relationship with measurement items, namely X1 which is 0.793, X.10 is 0.765, X.11 is 0.805, X.12 is 0.696, X.13 is 0.732, X.14 is 0.763, X.15 is 0.650, X.16 is 0.850, X.17 is 0.740, X.18 is 0.846, X.19 is 0.737, X.2 is 0.740, X.20 is 0.816, X.21 is 0.879, X.3 is 0.729, X.4 is 0.795, X5 is 0.775, X.6 is 0.800, X.7 is 0.718, X.8 is 0.656, and X.9 is 0.701. In the variable intention to apply, there is a relationship with measurement items, namely Y.30 of 0.817, Y.31 of 0.854, Y.32 of 0.846, Y.33 of 0.818, Y34 of 0.655, Y.35 of 0.792, Y.36 of 0.805, Y.37 of 0.828, Y.38 of 0.704, Y.39 of 0.852. In the corporate reputation variable, there is a relationship with measurement items, namely z. 22 of 0.816, Z.23 of 0.851, Z.24 of 0.816, Z.25 of 0.855, Z.26 of 0.749, Z.27 of 0.821, Z.28 of 0.816 and Z.29 of 0.838.

Then at the next stage in the analysis of this study, namely conducting structural testing by looking at the value of R2, effect size (F2), and prediction relevance test (Q2).

1.R-Square (R²)

R-square testing has the function of explaining the influence of endogenous latent variables as the predictive power of structural models. According to Ghazali (2020) if R 2 is found at 0.75 then the model is said to be good or strong, if the R 2 value is found at 0.50 it means the model is moderate, and the last if the R 2 value is found at 0.25 it means that the model is weak. The following are the results of the R-square test values obtained:

Table 6 R-Square Test Results

	R Square	R Square Adjusted	Information
Corporate Reputation	0.542	0.539	Moderate
Intention to Apply	0.540	0.534	Moderate

Source : Author's Processed Data (2022)

Based on table 6, the R-Square test results obtained a value of 0.542 for *the corporate reputation variable* and 0.540 for *the intention to apply variable* which is included in the moderate or medium category. R-Square indicated that *the corporate reputation variable* was able to explain students' views of the company by 54.2% and by 45.8% explained by other factors outside this study.

2. Effect Size (F²)

The Effect Size test aims to see the influence between variables in research. The calculation results of the Effect Size Test of this study are as follows:

Table 7 Effect Size Test Results

Path Diagram	Effect Size	Rating
Corporate Reputation -> Intention to Apply	0.012	Small
Employer Attractiveness -> Intention to Apply	0.423	Big
Employer Attractiveness -> Corporate Reputation	1.182	Big

Source: Author's Processed Data (2022)

Effect Size (F²) is interpreted into 3 categories, namely $f^2 < 0.02$ meaning that the predictor of the latent variable has a small effect, 0.15 has a moderate effect, and 0.35 has a large effect at the structural level (Ghozali & Latan, 2020). The *corporate reputation variable* is said to have little influence in predicting students' views of the company's reputation. Meanwhile, the variables *employer attractiveness towards intention to apply* and *employer attractiveness towards corporate reputation* with f^2 values of 0.423 and 1.182 respectively. This means that *the employer attractiveness variable* has a great influence on the influence of *intention to apply* and *corporate reputation*.

3. Q-Square (Q²)

The Q-Square test (Q²) is performed to measure the level of both the observation value of the model and the magnitude of the parameters. Here are the results of Q-Square Test (Q²):

Table 8 Q-Square Test Results

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Corporate Reputation	1256.000	827.794	0.341
Employer Attractiveness	3297.000	3297.000	
Intention to Apply	1570.000	1092.422	0.304

Source : Author's Processed Data (2022)

According to (Ghozali & Latan, 2020) the value of Q² is divided into three categories where Q² > 0 means that the model has predictive relevance where the exogenous latent variable is good and can predict the endogenous variable and if Q² < 0 means that the model does not have predictive relevance (Ghazali & Latan, 2015). In this test, the research Q² value was obtained which was 0.341 and 0.304 which means it has a good predictive value.

Goodness of Fit (GoF) Test

Table 9 Goodness of Fit (GoF) Test Results

Variable	Average Variance Extracted (AVE)	R Square
Corporate Reputation	0.674	0.542
Employer Attractiveness	0.583	
Intention to Apply	0.640	0.540
Average	0.632	0.541

Source: Author's Processed Data (2022)

$$GoF = \sqrt{AVE \times R^2}$$

$$GoF = \sqrt{0.632 \times 0.541}$$

$$GoF = 0.584$$

Based on the table above, GoF of 0.584 can be calculated which comes from the calculation of the square root of *the average community index* and *average R-Square values*. These results are quite large and have described the sample in the study.

T-Statistical Hypothesis Test

The path coefficient value can indicate the level of significance in hypothesis testing with the bootstrapping method. Latan & Ghozali (2015) stated that hypothesis testing was carried out through T-statistical values with a significance level of 95% ($\alpha = 0.05$), which obtained a T-table value of 1.96. The limit of rejection and acceptance of the hypothesis refers to 1.96, which is acceptable if the t-statistic > 1.96 and rejected if the t-statistic < 1.96.

The hypothesis test is carried out with the *value* of the path coefficient which if it shows results ranging from -1 to 0 then it can be interpreted that exogenous variables have a negative effect on endogenous, while if the path coefficient value shows results ranging from 0 to 1. That way exogenous variables have a positive influence on endogenous variables.

Table 10 T-Statistical Test Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Information
Corporate Reputation -> Intention to Apply	0.109	1.526	0.128	No significant effect
Employer Attractiveness -> Corporate Reputation	0.736	11.205	0.000	Significant positive effect
Employer Attractiveness -> Intention to Apply	0.651	5.064	0.000	Significant positive effect

Source: Author's Processed Data (2022)

It was found that the *corporate reputation* variable did not significantly affect the *intention to apply* variable because the variable was T-statistically below 1.96, P-values>0.05. In addition, it was found that all variables had a positive effect on purchasing decisions because all variables had path coefficient values between 0 and 1. The negative influence in this study means that the lower the level of *employer attractiveness*, the more reduced the *intention to apply* to Paranovo. Furthermore, *employer attractiveness* gets the highest path coefficient and T-statistik value, which means that what *employer branding* does measured through *employer attractiveness* will increase added value to *corporate reputation*. With *employer attractiveness* carried out by *employer branding* can increase the *intention to apply*.

In this study there are 12 indicators used to see whether *employer attractiveness* affects the *intention to apply* mediated by *corporate reputation* variables. There are three indicators that are considered to have a greater influence than other indicators.

Table 11 Total Indicator Scores

Variable	Indicators	Total Score
Employer Attractiveness	Interest Value	743
Corporate Reputation	Prestigious	711
Intention to Apply	General Attractiveness	773

Source: Author's Processed Data (2022)

If based on table 11, it can be seen that Paranovo, which is a member of the Novo Club community, chooses companies based on the *employer attractiveness* factor carried out by the *company's employer branding team*. Where by seeing firsthand what *employer branding* does can cause confidence to apply to the company. The prestigious indicator gets the highest score, which means that Paranovo, which is a member of the Novo Club community, chooses a prestigious company to be its choice in applying for a company. Finally, general *attractiveness* gets the highest score which can mean that Paranovo tends to feel ParagonCorp will be a good and attractive place to work.

Table 12 Test the Indirect Influence Hypothesis

	Original Sample (O)	T Statistics (O/STDEV)	P Values
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Employer Branding -> Corporate Reputation -> Intention to Apply	0.080	1.485	0.138
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Source: Author's Processed Data (2022)

Based on table 12, the results of the indirect influence test show that the result of p value 0.138 (>0.050), which means that *employer branding* through *corporate reputation* does not have a significant effect on the *intention to apply*

Discussion

1. The Effect of Corporate Reputation on Intention to Apply

Based on the table of test data above, the *employer attractiveness* variable negatively and insignificantly affects the *intention to apply* variable. This is based on the T-statistic value of 1.526 < the T-table value is 1.96 with a significance level of 5% and the P-value of >0.05 which is 0.128 for that it can be concluded that H1 was rejected and *corporate reputation* did not affect Paranovo Batch 1 in applying for a job at ParagonCorp.

With the *existence of corporate reputation only* gives a little influence because it is only in the form of a general description, different compared to. Based on questionnaires that have been distributed to 157 respondents, it shows the results that ParagonCorp is still lacking in aspects of *well-known*, respected, prestigious and admired so that it has not been able to increase *the intention to apply*.

2. The Effect of Employer Attractiveness on Corporate Reputation

Based on the data obtained from the test results, the *employer attractiveness* variable positively and significantly affects *the corporate reputation* variable. This is based on the T-statistic value of 211,205 > the T-table is 1.96 with a significance level of 5% and the P-value < 0.05 which is 0.000 for it can be concluded that H2 is accepted and *employer attractiveness* carried out in the NovoClub Batch 1 community can affect Paranovo's view in *corporate reputation*.

Consumers themselves tend to be interested in seeing the environment, work culture, benefits, and others provided by Paragoncorp according to the results of a questionnaire answered by 157 respondents which showed that the *employer attractiveness* indicator with the largest score is *interest value*.

3. The Effect of Employer Attractiveness on Intention to Apply

Based on the data obtained from the test results above, the *employer attractiveness* variable was concluded to positively and significantly affect the purchase decision variable. This is based on the T-statistic value of 5.064 > T-table 1.96 with a significance level of 5% and a P-value of < 0.05 which is 0.000 for it can be concluded that H3 is accepted and *employer attractiveness* can affect *the intention to apply* at Paranovo Komunitas Novo Club Batch 1.

By accommodating and branding the right to the target audience, it means that it can increase the intention to apply. One of them is by forming a Novo Club community for students throughout Indonesia can attract attention and make a good impression of Paranovo. The results of the questionnaire that has been answered by 157 respondents can be concluded that the *employer attractiveness* indicator that has the highest score is *interest value* derived from experiences seen and felt during the series of NovoClub activities.

4. The Effect of Employer Attractiveness on Intention to Apply with Corporate Reputation as a Mediation Variable.

Based on the data obtained from the test results above, the *employer attractiveness* variable was concluded negatively and did not significantly affect the *intention to apply* variable by mediating *corporate reputation* variables. This is based on T-statistical values of 1.485 > T-table 1.96 with a significance level of 5% and P-values > 0.05 which is 0.138 for it can be concluded that H4 is rejected and *employer attractiveness* cannot affect *the intention to apply* at Paranovo Community Novo Club Batch 1 with mediation of *corporate reputation* variables.

Through 157 respondents, Paranovo's trust in ParagonCorp companies increased due to *employer branding* by looking at items on *employer attractiveness* through direct activities carried out by Paranovo during NovoClub Community Batch 1.

CONCLUSION

Based on the results of analysis and data processing in this study, it can be concluded that Corporate reputation has a negative and insignificant effect on the intention to apply in Paranovo Batch 1. This shows the lack of trust that ParagonCorp engenders. This is based on the distribution of corporate reputation variable answers where the total score of the well known indicator is at 527 for the personal category and 651 for the category of relatives or closest people, while the ideal score is at 758. In addition, the total indicator below 700 is respected in the category of relatives with a total score of 666, meaning that relatives or closest people to respondents have not viewed ParagonCorp as a respected company. Furthermore, in the prestigious indicator in the kin category, the total score was at 654 out of 758. That way ParagonCorp has not been counted as a prestigious company according to relatives or closest people of respondents. Finally, in the admired indicator of the relative category, it is still in the total score of 667. As such, ParagonCorp has not been seen as an admired company. The total score below 700 has an impact on the negative influence on the intention to apply. Based on the distribution of intention to apply answers, there are 2 total indicator scores below 700. First, general attractiveness with a total score of 693. Second, Intention to persue. This means that respondents who have followed the NovoClub series directly do not have the desire to be part of ParagonCorp and make ParagonCorp one of their top choices in their careers.

Employer attractiveness has a positive and significant effect on corporate reputation in Paranovo Batch 1. That way it can be concluded that employer attractiveness can increase the intention to apply. This can be done through new ideas and in accordance with the audience-target. Employer ethtractiveness has a positive and significant effect on the intention to apply in Paranovo Batch 1. This shows that employer attractiveness can build Paranovo's interest in joining ParagonCorp in the course of his career. This happened because Paranovo actively followed and saw ParagonCorp directly which caused positive things to him. Employer attractiveness has a negative and insignificant effect on Intention to apply with corporate reputation as a mediating variable in Paranovo Batch 1. Looking back at table 4.17 shows employer attractiveness is the second highest after intention to apply. That way it can show that by looking at ParagonCorp's employer branding, it is enough to influence students, especially Paranovo. But the reputation of the paragon has not been greatly affected.

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