

**ABSTRAK**

Intention to apply sangat penting untuk pelamar kerja yang akan melamar pekerjaan. Intention to apply dapat dipengaruhi oleh banyak faktor, diantaranya seperti corporate reputation dan sistem compensation & benefits perusahaan. Penelitian ini bertujuan untuk mengetahui pengaruh corporate reputation dan compensation & benefits terhadap intention to apply dengan perceived behavioral control sebagai variabel moderasi. Populasi yang digunakan dalam penelitian ini yaitu mahasiswa prodi S1 Manajemen FEB Unair angkatan 2015. Jenis penelitian ini merupakan penelitian kuantitatif. Penelitian ini menggunakan sample 189 mahasiswa. Teknik analisis yang digunakan adalah partial least square (PLS). Hasil penelitian ini menyatakan bahwa (1) corporate reputation berpengaruh terhadap intention to apply, (2) compensation & benefits berpengaruh terhadap intention to apply, (3) perceived behavioral control memoderasi hubungan antara corporate reputation terhadap intention to apply, (4) perceived behavioral control tidak memoderasi hubungan antara compensation & benefits terhadap intention to apply. Berdasarkan penelitian ini, maka diharapkan adanya corporate reputation dan compensation & benefits dapat digunakan sebagai daya tarik bagi pelamar kerja, yang pada akhirnya dapat meningkatkan niat pelamar kerja untuk melamar pekerjaan.

**Kata Kunci :** *Corporate Reputation, Compensation & Benefits, Perceived*

*Behavioral Control, Intention to Apply, Partial Least Square*

**ABSTRACT**

Intention to apply is crucially important for job applicants who are going to apply for jobs. Intention to apply may be influenced by a lot of factors, among them are the company's reputation and the compensation & benefits system from the company. The main purpose of this study is to figure out the effect of both corporate reputation and compensation & benefits towards the intention to apply with perceived behavioral control as the variation of moderation. The population used in this study is college students from Faculty of Economics and Business, Airlangga University, class of 2015. This study used quantitative research. This study uses a sample of 189 college students. The analytical technique used is partial least square (PLS). The result of this study stated that (1) corporate reputation affects intention to apply, (2) compensation & benefits influence intention to apply, (3) perceived behavioral control moderates the relationship of corporate reputation towards intention to apply, (4) perceived behavioral control does not moderate compensation & benefits' relationship towards intention to apply. Upon this study, it is expected that both corporate reputation and compensation & benefits are able to attract job seekers which in turn can develop their intentions to apply for a job.

**Keywords :** *Corporate Reputation, Compensation & Benefits, Perceived BehavioralControl, Intention to Apply, Partial Least Square*