

ABSTRAK

Intention to apply penting untuk *applicant* sebelum melamar pekerjaan. *Intention to apply* dapat dipengaruhi oleh banyak faktor, diantaranya seperti *corporate reputation*, *organizational attractiveness*, CSR internal dan external. Penelitian ini bertujuan untuk mengetahui pengaruh CSR internal dan external terhadap *organizational attractiveness* dan *intention to apply* dengan *corporate reputation* sebagai variable mediasi. Penelitian ini menggunakan Populasi yang digunakan yaitu *millennial applicants* pada mahasiswa prodi S1 Manajemen Angkatan 2016. Pendekatan penelitian ini adalah penelitian kuantitatif, yang menggunakan sampel 143 mahasiswa. Untuk menganalisis hubungan antar variabel, penelitian ini menggunakan PLS atau *partial least square*. Hasil penelitian ini menunjukkan bahwa (1) CSR-internal berpengaruh terhadap *corporate reputation*, (2) CSR-external berpengaruh terhadap *corporate reputation*, (3) *corporate reputation* berpengaruh terhadap *organizational attractiveness*, (4) CSR-internal berpengaruh terhadap *organizational attractiveness*, (5) CSR-external tidak berpengaruh terhadap *organizational attractiveness* (6) *corporate reputation* memediasi hubungan antara CSR internal dan *organizational attractiveness* (7) *corporate reputation* memediasi hubungan antara CSR-external dan *organizational attractiveness*, (8) *organizational attractiveness* berpengaruh terhadap *intention to apply*. Berdasarkan hasil penelitian ini, maka diharapkan adanya CSR internal dan external serta *corporate reputation* dapat digunakan sebagai daya tarik bagi *applicant* sehingga dapat meningkatkan niat *applicant* untuk melamar pekerjaan (*intention to apply*).

Kata Kunci: CSR internal, CSR external, *Corporate Reputation*, *Intention to Apply*, *Organizational Attractiveness*.

ABSTRACT

Intention to apply is important for applicants who will apply for jobs. Intention to apply can be influenced by many factors, including corporate reputation, organizational attractiveness, internal and external CSR. The purpose of this study was to determine the effect of internal and external CSR on organizational attractiveness and intention to apply with corporate reputation as a mediating variable. The population used in this study is millennial applicants in the Management Force S1 study program students. This study used a quantitative survey approach. This study used 143 respondents of undergraduate students. The analysis technique used is partial least square (PLS). The results of this study state that (1) CSR-internal influences corporate reputation, (2) CSR-external influences corporate reputation, (3) corporate reputation influences organizational attractiveness, (4) CSR-internal influences organizational attractiveness, (5)) CSR-external does not affect organizational attractiveness (6) corporate reputation mediates the relationship between internal CSR and organizational attractiveness (7) corporate reputation mediates the relationship between CSR-external and organizational attractiveness, (8) organizational attractiveness influences intention to apply. Based on this research, it is expected that the existence of internal and external CSR and corporate reputation can be used as an attraction for applicants which in turn can increase the applicant's intention to apply for a job.

Keywords: CSR internal, CSR external, *Corporate Reputation*, *Intention to Apply*, *Organizational Attractiveness*.