

**Peran Persepsi Pencari Kerja terhadap CSR Perusahaan pada
Organizational Attractiveness dan Minat Melamar Pekerjaan : *Worker
Electronic Word-of-Mouth* sebagai Variabel Moderator**

Ilham Aditya Perdana

15311406@students.uii.ac.id

(Jurusan Manajemen, Universitas Islam Indonesia)

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah persepsi pencari kerja pada *corporate social responsibility* (CSR) yang dilakukan perusahaan dapat mempengaruhi *organizational attractiveness* dan mempengaruhi minat bagi pencari kerja dalam melamar pekerjaan. *Worker Electronic Word-of-Mouth* (WEWOM) juga dilibatkan karena menjadi salah satu penentu keputusan mereka dalam melamar pekerjaan. Penelitian ini melibatkan 130 orang responden yang terdiri dari *fresh graduate* dan juga mahasiswa sarjana tingkat terakhir dalam penelitian ini. Penelitian dilakukan dengan pendekatan survey dengan metode analisis *Structural Equation Modeling* (SEM). Hasil menunjukkan bahwa terdapat sebuah hasil yang signifikan positif untuk hubungan antara persepsi pencari kerja pada CSR dengan *organizational attractiveness*, dan juga terhadap minat melamar pekerjaan. Pengaruh positif yang signifikan juga ditunjukkan pada hubungan *organizational attractiveness* dengan minat melamar pekerjaan. Namun hasil negatif ditunjukkan oleh WEWOM terhadap minat melamar pekerjaan.

Kata kunci : Persepsi pada CSR, *Corporate Social Responsibility*, *organizational attractiveness*, minat melamar pekerjaan, *Worker Electronic Word-of-Mouth*.

The Role of Job Seekers Perceive on Corporate CSR toward Organizational Attractiveness and Intention to Applying for a Job: Electronic Word-of-Mouth Worker as a Moderator Variable

Ilham Aditya Perdana

15311406@students.uii.ac.id

(Department of Management, Islamic University of Indonesia)

ABSTRACT

The aim of this study is to discuss the role of corporate social responsibility (CSR) that can affect the attractiveness of the organization and whether it can also affect the intention of job seekers in applying for jobs. Worker Electronic Word-of-Mouth (WEWOM) are also involved because they are one of the determinants in applying for jobs. This study involving 130 respondents consisting of fresh graduates and final year bachelor program students. The study was conducted by surveys with the Structural Equation Modeling (SEM) analysis method. The results show significant results for the relationship between the job seekers perceive on CSR and organizational attractiveness, and also the intention to apply for a job. A significant positive influence is also related to the relationship between organizational attractiveness and intention in applying for a job. However, negative results were agreed by WEWOM on the intention to applying for a job.

Keywords: *Perceived CSR, Corporate Social Responsibility, organizational attractiveness, intention to applying for jobs, Worker Electronic Word-of-Mouth.*