

ABSTRACT

Indonesia is recognized as the country with the highest digital economic transaction value in Southeast Asia, projected to continue increasing annually. However, this growth does not align with the workforce's needs to further boost Indonesia's digital economy. Additionally, observations from the Telyu Employability Fair Vol.3 revealed that only 6% of 489 final-year students were interested in working for startups, and among 2,105 Telkom University alumni, a mere 2% were employed by startup companies.

This study aims to investigate the influence of employer attractiveness and company reputation on job application intentions in startups. Furthermore, it seeks to understand the interest of final-year students at Telkom University in working for startup companies. The aspects examined include the attractiveness of startup companies, interest in startup companies, and the prestige associated with startup companies.

The research methodology employed is quantitative, utilizing probability sampling with a stratified random sampling technique to select 251 respondents from a population of 7,622 final-year students at Telkom University. Data collection involves the distribution of a questionnaire containing 60 statements. Data analysis is performed using Smart PLS 4, and the results are explained through descriptive analysis and Partial Least Squares Structural Equation Model (PLS SEM) analysis.

The results of this research indicate that employer attractiveness and company reputation each have a positive and significant influence on job application intentions. The employer attractiveness variable has a greater influence compared to the company reputation variable. Employer attractiveness has a linear and heterogeneous relationship with job application intentions. Meanwhile, company reputation has a linear and heterogeneous relationship, but it faces endogeneity issues.

Based on the research results, recommendations that can be given to startup companies are to continuously enhance the attractiveness of their companies according to the preferences of students as Generation Z. It is hoped that this will attract quality candidates from the best universities in Indonesia to join the company.

Keywords: *employer attractiveness, company reputation, intention to apply, generation z, startup*