

ABSTRAK

Tesis dengan judul “Pengaruh Branding Perusahaan, Reputasi Perusahaan, dan Tanggung Jawab Sosial Perusahaan Islami terhadap Minat Melamar Pekerjaan melalui Penggunaan Media Sosial pada Generasi Z Lulusan UIN Malang” ditulis oleh Syahriza Azizan Sayid, Magister Ekonomi Syariah Pascasarjana Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dibimbing oleh Dr. Muhammad Aswad, M.A. dan Dr. Mashudi, M. Ag.

Kata kunci: Branding Perusahaan, Reputasi Perusahaan, Tanggung Jawab Sosial Perusahaan Islami, Niat Melamar Kerja, Penggunaan Media Sosial, Generasi Z.

Perubahan dinamika dunia kerja di era digital menuntut lulusan Perguruan Tinggi Keagamaan Islam Negeri (PTKIN), termasuk Universitas Islam Negeri (UIN) Malang, untuk memiliki daya saing tinggi dan mampu beradaptasi di berbagai sektor, baik yang sesuai dengan disiplin ilmu keislaman maupun lintas disiplin. Kajian BI dan UI menunjukkan bahwa hanya 9,1% pekerja di sektor keuangan syariah berasal dari lulusan PTKIN, sementara sisanya lebih dari 90% diisi oleh lulusan perguruan tinggi umum (PTU). Di sisi lain, Generasi Z -yang mencakup 27,94% populasi Indonesia- merupakan kelompok dominan dalam pasar kerja dengan karakteristik yang unik dan *digital-native*.

Penelitian ini bertujuan untuk menganalisis pengaruh Branding Perusahaan, Reputasi Perusahaan, dan Tanggung Jawab Sosial Perusahaan Islami terhadap Niat Melamar Kerja melalui Penggunaan Media Sosial pada Generasi Z alumni UIN Malang. Pendekatan kuantitatif digunakan dengan metode Partial Least Square Structural Equation Modeling (PLS-SEM) melalui software SmartPLS 3. Sampel penelitian terdiri dari 72 responden yang dipilih menggunakan teknik purposive sampling, dengan kuesioner didistribusikan secara daring.

Hasil penelitian pada konteks penelitian ini menunjukkan bahwa: (1) Branding Perusahaan, Reputasi Perusahaan, dan Tanggung Jawab Sosial Perusahaan Islami tidak berpengaruh langsung secara signifikan terhadap Minat Melamar Pekerjaan; (2) Penggunaan Media Sosial berpengaruh positif dan signifikan terhadap Minat Melamar Pekerjaan; (3) Penggunaan Media Sosial memediasi secara signifikan pengaruh Branding Perusahaan terhadap Minat Melamar Pekerjaan; (4) Namun, tidak memediasi secara signifikan pengaruh Reputasi Perusahaan dan Tanggung Jawab Sosial Perusahaan Islami terhadap Minat Melamar Pekerjaan.

ABSTRACT

The thesis entitled "The Effect of Employer Branding, Corporate Reputation, Islamic Corporate Social Responsibility to Intention to Apply through Social Media Use on Gen Z Graduates of UIN Malang ". written by Syahriza Azizan Sayid, Master of Sharia Economics, Postgraduate Islamic State University Sayyid Ali Rahmatullah Tulungagung supervised by Dr. Muhammad Aswad, M.A. and Dr. Mashudi, M. Ag.

Keywords: *Employer Branding, Corporate Reputation, Islamic Corporate Social Responsibility, Social Media Use, Intention to Apply, Gen Z.*

The changing dynamics of the job market in the digital era demand graduates of State Islamic Higher Education Institutions (PTKIN), including Universitas Islam Negeri (UIN) Malang, to possess high competitiveness and adaptability across various sectors, whether aligned with Islamic disciplines or interdisciplinary fields. Studies by Bank Indonesia and the University of Indonesia reveal that only 9.1% of employees in the sharia financial sector are PTKIN graduates, while the remaining 90% are dominated by graduates of general universities (PTU). Meanwhile, Generation Z—comprising 27.94% of Indonesia's population—is the dominant group in today's job market, with unique, digital-native characteristics.

This study aims to analyze the influence of Employer Branding, Corporate Reputation, and Islamic Corporate Social Responsibility (ICSR) on Job Application Intention through Social Media Use among Generation Z graduates of UIN Malang. A quantitative approach was employed using Partial Least Square Structural Equation Modeling (PLS-SEM) with SmartPLS 3 software. The research sample consisted of 72 respondents selected using purposive sampling, and data were collected through online questionnaires.

The results of the study in this case show that: (1) Employer Branding, Corporate Reputation, and Islamic Corporate Social Responsibility do not have a direct significant effect on Job Application Intention; (2) Social Media Use has a positive and significant effect on Job Application Intention; (3) Social Media Use significantly mediates the effect of Employer Branding on Job Application Intention; and (4) Social Media Use does not significantly mediate the effect of Corporate Reputation and Islamic Corporate Social Responsibility on Job Application Intention.