

The Impact of Company Reputation and Social Media on Gen Z's Job Application Intentions via LinkedIn

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ABSTRACT

This study investigates the simultaneous impact of company reputation and social media information on job applicant intention. Data was collected from a sample of 100 respondents, with descriptive statistics indicating mean values of 40.39 for company reputation, 36.49 for social media information, and 56.68 for job applicant intention. Classical assumption tests confirmed the normal distribution of data, absence of multicollinearity, and lack of heteroscedasticity. Instrument testing showed high reliability and validity of the measurement items. The hypothesis tests revealed that both company reputation and social media information significantly affect job applicant intention. The multiple linear regression analysis indicated that a unit increase in company reputation and social media information results in increases in job applicant intention by 0.467 and 0.706 units, respectively. The partial t-test results showed t-values of 3.005 for company reputation and 5.222 for social media information, both significant at $p < 0.05$. The simultaneous F-test confirmed the combined effect of these variables, with an F-value of 30.417 and a significance level of 0.000. The findings align with existing research, suggesting that effective employer branding and strategic use of social media significantly enhance a company's reputation and attractiveness to job seekers. Companies with a positive reputation and active social media presence are more successful in attracting high-quality candidates, highlighting the importance of these factors in modern recruitment strategies. In conclusion, maintaining a positive company reputation and leveraging social media are crucial for increasing job applicant intention. These strategies not only improve the perception of the company as a desirable workplace but also significantly boost the likelihood of attracting potential job candidates. This study underscores the importance of integrating employer branding and social media efforts to enhance recruitment outcomes.

INTRODUCTION

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In the digital era we live in today, social media has undergone a significant transformation, becoming a dominant force influencing various aspects of life, including the job market and recruitment processes. LinkedIn, known as the leading professional platform, plays a vital role in connecting individuals with diverse career opportunities. Generation Z, comprising individuals born from the mid-to-late 1990s to the early 2010s, demonstrates a deep integration between social media use and job searching (Noviani et al., 2023). For Gen Z, social media is no longer just a platform for personal socializing but has evolved into a crucial tool for exploring and leveraging professional opportunities. Company reputation is one of the main factors influencing an individual's decision to apply for a job (Ekhsan & Fitri, 2021). In this context, reputation is not only related to the company's financial success or market position but also includes aspects such as corporate social responsibility, work ethics, company culture, and career development opportunities (Sugiarti et al., 2023). Information about these aspects is often conveyed through social media, including LinkedIn, making it easier for potential applicants to gain an understanding of a company before deciding to apply.

According to Icek Ajzen's 1991 Theory of Planned Behaviour (TPB), one may predict someone's behaviour by knowing that person's intention to carry out that behaviour. Three primary elements influence intention: one's attitude towards the behaviour, subjective norms, and one's perception of behavioural control (Ajzen, 1991). TPB can be used to understand how Generation Z's attitude toward a company's reputation, obtained through social media like LinkedIn, the social norms they perceive from their professional network on LinkedIn, and their perception of the ease or difficulty of applying for a job influence their intention to apply.

Signaling Theory, developed by Michael Spence in 1973, explains that individuals or organizations can send signals to others to reduce uncertainty or information asymmetry. In the context of recruitment, companies use signals such as company reputation, employee testimonials, and company activities on social media platforms like LinkedIn to attract potential applicants and influence their perception of the company (Spence, 1973). This theory helps explain how information about a company's reputation published through social media affects Generation Z's perception and their intention to apply for a job.

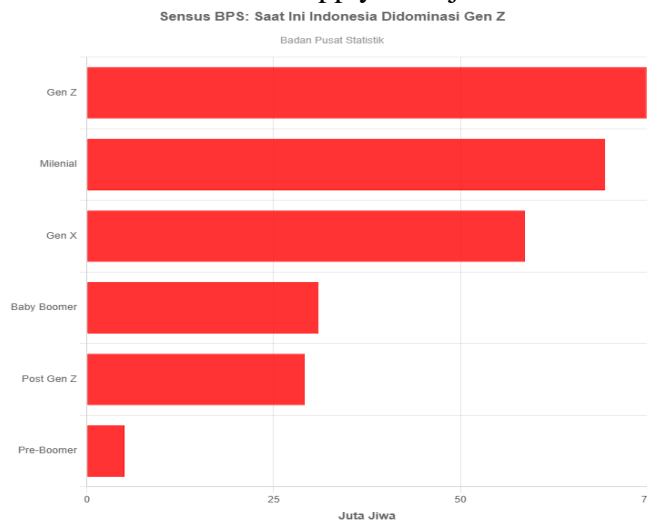


Figure 1. BPS Census: Gen Z Domination
Source: Rainer (2023)

Age-group-based statistical data from the 2020 Population Census were made public by Badan Pusat Statistik (BPS), providing insight into Indonesia's demographic makeup. Based on the available data, the generation born between 1997 and 2012, or roughly 74.93 million people, makes up the majority of the population (almost 27.94% of all persons) (Rainer, 2023). This dominance indicates that Generation Z plays a crucial role in Indonesia's evolving demographic structure. Known for their high digital skills, tendency to seek job satisfaction, and desire to work in environments aligned with their personal values, Generation Z actively utilizes social media in their job search processes (Fikri et al., 2024). Gen Z not only seeks information about available positions but also delves deeper into the reputation and corporate culture of companies to ensure they will work in a supportive environment. The dominance of Generation Z in Indonesia's population not only reflects their large numbers but also underscores the importance of their role in creating new dynamics in the labor market, especially through active use of technology and social media in their career exploration and evaluation.

Social media information encompasses a wide spectrum of dynamic data, facts, news, and opinions shared and circulated through diverse social media networks. Platforms like Facebook, Twitter, LinkedIn, Instagram, and others are powerful communication mediums, facilitating the exchange of information that is not only rapid and widespread but also interactive (Kamil & Tanno, 2022). In this digital era, social media has redefined traditional communication paradigms, becoming a hub of interaction between individuals and organizations, enabling the sharing of content and ideas, and building communities with similar interests (Hamzah, 2015). Social media information reflects contemporary social dialogue, showing how information is generated, manipulated, and consumed globally.

Job application intention is a cognitive process leading to an active decision by job seekers to pursue applications or job opportunities at a specific company. According to Purborini & Basid (2022), this process often begins with intensive information-seeking behavior related to the target company, including but not limited to company culture, career prospects, employee policies, and public reputation (Purborini & Basid, 2022). This process is influenced by external contexts such as labor market conditions, economic pressures, and the availability of information through social media and professional networks (Latansa, 2020). Understanding the dynamics behind job application intention allows companies to design recruitment and branding strategies that better resonate with the needs and desires of the current labor market.

Given these considerations, this study aims to analyze the influence of company reputation and the information available on social media, specifically LinkedIn, on Generation Z's job application intentions. This research is crucial for understanding how companies can more effectively attract young talent through communication and branding strategies on social media. Additionally, HR professionals should be able to better devise recruitment techniques that align with the expectations and habits of Generation Z with the help of the study's findings.

RESEARCH METHOD

This study employs a quantitative approach, where numerical data will be collected and analyzed to answer the research questions. This approach allows the researcher to measure and analyze the relationships between variables statistically.

The research design used is an explanatory survey design, aimed at explaining the influence of independent variables (company reputation and information on social media) on the dependent variable (job application intention). The survey is conducted through an online questionnaire designed to collect data from respondents. This study employs a quantitative

research design with a survey method involving questionnaire distribution. Cooper & Schindler (2014) explain that operational definition is an explanation of how a concept is measured in a study. (Cooper & Schindler, 2014) This definition transforms abstract concepts into specific and measurable terms, enabling the collection of analyzable data. This definition transforms abstract concepts into specific and measurable terms, enabling the collection of analyzable data. The operational definitions for the key variables in this study are detailed in Operational Table 1.

Table 1. Operational Definition

No	Variable	Defenition	Measurement Item
1	Company Reputation (X1): Harris-Fombrun Reputation Quotient (RQ) According to Fombrun et al. in Hapsara & Nugrahaningsih, (2024)	Emotional Appeal Product and Services Vision and Leadership Workplace Environment Financial Performance Social Responsibility	1. Feeling attracted and comfortable with the company's reputation found on LinkedIn. 2. Admiring and respecting the job offered by the company. 3. Trusting the complete information about job vacancies and the company on LinkedIn. 4. Believing that the company's products or services have the best quality based on the information they share on LinkedIn. 5. The products or services offered by the company are quite innovative. 6. The company's vision is very clear from the information available on LinkedIn. 7. A positive view of the company's leadership based on the information they share on social media. 8. Believing the company's work environment on LinkedIn is positive. 9. According to the information provided, the organization effectively manages workplace concerns. 10. The company's profitability appears stable based on the information they publish on LinkedIn. 11. The company plays a positive role in social responsibility towards the environment and society, as seen from the information they share on LinkedIn.
2	Social Media (X2): Mayfield in Swari and Darma, 2019 (Swari & Sri Darma, 2019)	Participation Openness Conversation Community Connectedness	12. Contribution or feedback. 13. Participating in discussions or feedback. 14. Using social media to look for reviews. 15. Effectiveness of two-way communication. 16. Frequency of participation in communities or groups. 17. Effectiveness of the community. 18. Connectivity on LinkedIn in seeking information. 19. Utilizing connection networks.
3	Job Application Intention (Y), (Highhouse et al., 2003). (Highhouse et al., 2003)	General Attractiveness Intentions to Pursue Prestige	20. Working for the company would be a nice experience. 21. Select just reputable businesses. 22. People find the company to be a desirable place to work. 23. A want to know more details about this business. 24. Individuals find jobs at the company to be highly appealing. 25. Someone would accept a job offer from the company. 26. Making the company one of the first choices as an employer. 27. Individuals will put in a lot of effort to work at this company. 28. Recommending this company to friends looking for jobs. 29. Employees might be proud to say they work at this company. 30. This is a company with a good reputation to work for. 31. This company might have a reputation as an outstanding employer. 32. Considering the company as a prestigious workplace. 33. Many people might want to work at this company.

In this study, the subjects are Generation Z individuals aged 17-26 years old residing in Balikpapan. The research objects are company reputation, social media, and job application intention.

The population in this study consists of the working-age residents over 15 years old in Balikpapan City, specifically those belonging to Generation Z (born between the mid-1990s and early 2010s), totaling approximately 175,000 people (BPS Kota Balikpapan, 2024).

The sample is taken to represent the entire population (Sugiyono, 2015). The sampling method used is non-probability sampling with Slovin's formula, specifically purposive sampling. (Santoso, 2023) The sample size will be determined based on statistical criteria to obtain representative results, considering the margin of error and confidence level. A tolerance percentage of 10% is used, and the calculated sample size is rounded to achieve accuracy, resulting in a total sample size of 100 people. The calculation of the Slovin formula for sample selection uses the following proportional allocation formula:

$$n = \frac{N}{1 + N(e)^2} = \frac{175.000}{1 + 175.000(0,1)^2} = \frac{175.000}{1751} = 99,95 \rightarrow 100 \quad (1)$$

Explanation: n is sample size; N is population size; and e is tolerance level of sampling error (0.1)

Thus, the sample size for this study is rounded to 100 respondents.

In this study, instruments are examined for validity and reliability utilizing construct validity tests and SPSS software. The data analysis approaches include conventional assumption tests such as the normality test, multicollinearity test, and heteroscedasticity test. Multiple linear regression tests are used to assess the relationship between the independent and dependent variables. Hypothesis testing entails developing hypotheses about the impact of corporate reputation and social media information on the intention to apply for jobs among Generation Z LinkedIn users in Balikpapan City. Simultaneous F-tests and partial T-tests are used to see the combined and individual impact of the independent variables on the dependent. (Ghozali, 2013).

Conceptual Framework

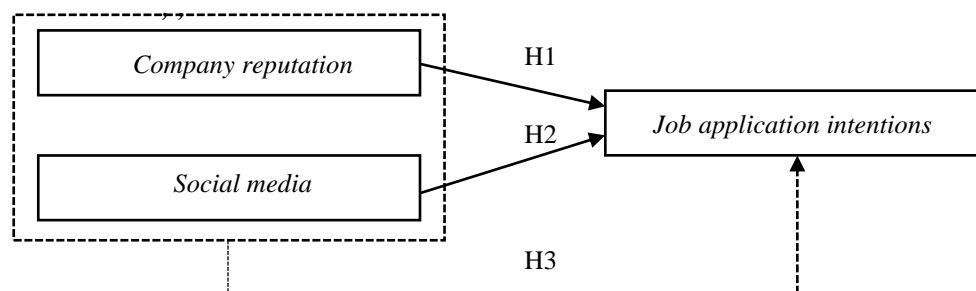


Figure 2. Conceptual Framework

Research Hypotheses

Hypotheses (H) are provisional answers to the research problem until the results are

obtained. The hypotheses are:

H1: It is hypothesized that there is a positive impact of company reputation on Gen Z's intention to apply for jobs via LinkedIn.

H2: It is hypothesized that there is a positive impact of social media information on Gen Z's intention to apply for jobs via LinkedIn.

H3: It is hypothesized that there is an interaction effect between company reputation and social media information on Gen Z's intention to apply for jobs via LinkedIn.

RESULTS AND DISCUSSION

Instrument Testing

The instrument testing results demonstrated that all items met the established criteria. Regarding validity, the critical R-value was 0.1946, and all item validity coefficients for the three variables surpassed this threshold, confirming their construct validity. Regarding dependability, every variable demonstrated Cronbach's Alpha values higher than 0.6, signifying adequate internal consistency. Together, these results provide credence to the notion that the study's instruments are legitimate and reliable, offering a strong basis for further examinations.

Validity Test

Table 2. Validity Test Results

Variable	Item	R-Value	R-Table	Explanation			
Company Reputation (X1)	X1.1	0.456	0.1946	Valid			
	X1.2	0.447					
	X1.3	0.350					
	X1.4	0.559					
	X1.5	0.465					
	X1.6	0.449					
	X1.7	0.499					
	X1.8	0.489					
	X1.9	0.494					
	X1.10	0.498					
	X1.11	0.462					
Social Media (X2)	X2.1	0.650	0.1946	Valid			
	X2.2	0.640					
	X2.4	0.560					
	X2.6	0.628					
	X2.7	0.669					
	X2.8	0.830					
	X2.9	0.604					
	X2.10	0.824					
	Job Application Intentions (X3)	Y1			0.726	0.1946	Valid
		Y2			0.428		
Y3		0.629					
Y4		0.683					
Y5		0.513					
Y6		0.493					
Y7		0.481					
Y8		0.690					
Y9		0.669					
Y10		0.768					
Y11		0.685					
Y12		0.773					
Y13		0.688					
Y14		0.587					

Source: SPSS Data Analysis 2024

All items in the advanced data processing of all survey questions were tested. The r-table

value for the validity of the variables Company Reputation (X1), Social Media (X2), and Job Application Intentions (X3) is 0.1409. The r-calculated value for all items is greater than the r-table value. Thus, all questions used are valid (Table 2).

Reliability Test

Table 3. Reliability Test Results

Reliability Statistics	Cronbach's Alpha	Number of items	Term
Company Reputation (X1)	0.645	11	0.6
Social Media (X2)	0.830	8	0.6
Job Application Intentions (X3)	0.883	14	0.6

Source: SPSS Data Analysis 2024

Table 3 displays the reliability test results for all variables. The Cronbach's Alpha coefficients for Company Reputation (X1), social media (X2), and Job Application Intentions (Y) are 0.645, 0.830, and 0.883, respectively, all exceeding the recommended threshold of 0.6. Based on (Arikunto, 2018), these results indicate that the questionnaire items exhibit satisfactory reliability.

Descriptive Statistics

Table 4. Descriptive Statistics

	N	Descriptive Statistics			
		Minimum	Maximum	Mean	Std. Deviation
Company Reputation	100	34.00	51.00	40.3900	3.56157
Social Media Information	100	30.00	47.00	36.4900	4.09359
Job application intentions	100	45.00	72.00	56.6800	6.28270
Valid N (listwise)	100				

Source: SPSS Data Analysis, 2024

The descriptive statistics table shows that three variables (Company Reputation, Social Media Information, and Job application intentions) were measured on a sample of 100. The Social Media Information values range from 30 to 47, with a mean of 36.49 and a standard deviation of 4.09, suggesting significantly more variation than the Company Reputation values, which range from 34 to 51 with a mean of 40.39 and a standard deviation of 3.56. With a mean of 56.68 and a standard deviation of 6.28, the values of job application intentions vary from 45 to 72, indicating a greater variation than those of company reputation and social media information. This data provides a general overview of the distribution, central tendency, and variation of each variable.

Classical Assumption Test

Normality Test

Table 5. Skewness & Kurtosis Normality Test Results

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual	-0.457	0.241	-0.429	0.478
Ratio	-1.89		-0.89	

Source: Data processing, 2024

If both the skewness and kurtosis values fall within the range of -1.96 to 1.96, it suggests

that the data follows a normal distribution [9].

$$\text{SkewnessRatio} = \frac{\text{Skewness Statistic}}{\text{Std.Error Skewness}}$$

$$\text{Kurtosis Ratio} = \frac{\text{Kurtosis Statistic}}{\text{Std.Error Kurtosis}}$$

The skewness and kurtosis coefficients for all variables were found to be within the standard range of -1.96 to 1.96, with values of -1.89 and -0.89 respectively. This indicates that the sample data is normally distributed (Priyatno, 2014).

Multicollinearity Test

Table 6. Multicollinearity Test Results

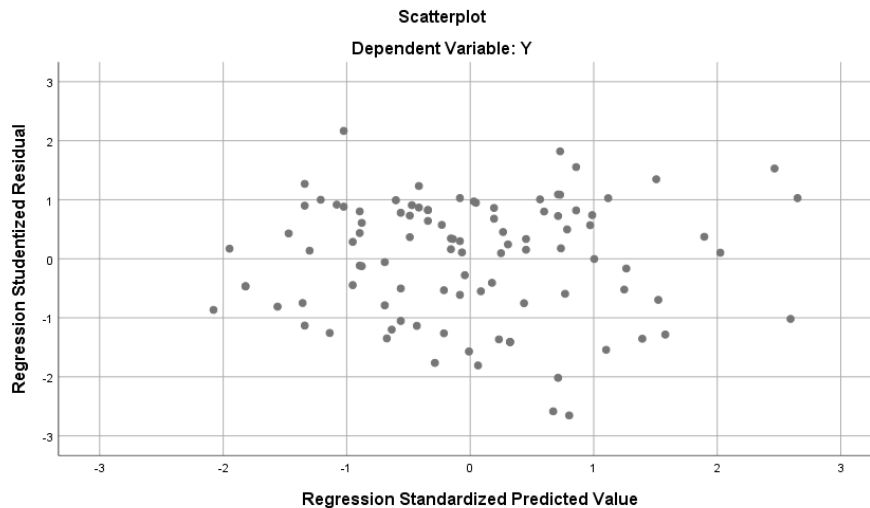
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	0.813	1.230
	X2	0.813	1.230

a. Dependent Variable: Y

Source: SPSS Data Analysis 2024

With tolerance values of 0.813 and VIF values of 1.230 for both variables in the multicollinearity test utilizing collinearity statistics, there are no multicollinearity problems because the tolerance values are larger than 0.10 and the VIF values are less than 10.

Heteroscedasticity Test



Source: SPSS Data Analysis 2024

Figure 3. Heteroscedasticity Test Results

The heteroscedasticity test results show that the points do not form any specific pattern and are spread around the number 0 on the y-axis, leading to the conclusion that the data are free from heteroscedasticity. Overall, these results indicate that the data meet the classical assumptions necessary for valid regression analysis.

Hypothesis Test

Table 7. Hypothesis Test Results

Hypothesis	Sig.	Results
Company Reputation on Job application intentions	0.003	Accepted
Social Media Information on Job application intentions	0.000	Accepted
Company Reputation and Social Media Information on Job application intentions	0.000	Accepted

Source: SPSS Data Analysis 2024

The statistical tests that were performed are summarized in the table. The independent and dependent variables under investigation are designated in the "Variable 1" and "Variable 2" columns, respectively. The significance level, or p-value, related to the test is shown in the "Sig." column. An association between the variables that is statistically significant is shown by a low p-value, usually less than 0.05. The acceptance or rejection of the null hypothesis is indicated in the "Result" column. If the outcome is "Accepted," it indicates that there is enough data to draw the conclusion that the variables have a meaningful relationship. Based on the table, the following conclusions can be drawn

Company Reputation and Job Application Intentions: There is a statistically significant relationship between company reputation and job application intentions. This suggests that individuals are more likely to apply for jobs at companies with a strong reputation.

Social Media Information and Job Application Intentions: There is a highly statistically significant relationship between social media information and job application intentions. This implies that the information available on social media significantly influences individuals' decisions to apply for jobs.

Combined Effect of Company Reputation and Social Media Information: When considering both company reputation and social media information together, there is also a highly statistically significant relationship with job application intentions. This indicates that both factors play a crucial role in shaping individuals' job application decisions.

Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Analysis Results

Multiple Linear Regression Analysis						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.077	6.121		1.973	.051
	Company Reputation (X1)	.467	.155	.265	3.005	.003
	Social Media Information (X2)	.706	.135	.460	5.222	.000

Source: SPSS Data Analysis 2024

Based on the table of multiple linear regression analysis results, the following regression equation is obtained:

$$Y = 12.077 + 0.467 X_1 + 0.706 X_2$$

Constant (12.077): Assuming no influence from company reputation (X1) or social media information (X2), an individual's average intention to apply for a job with that company is 12.077. However, in real-world settings, both variables will have non-zero values, making the constant a more useful reference point.

Company Reputation (X1): A one-unit rise in corporate reputation leads to a 0.467-unit increase in job application intentions, assuming consistent social media information. This means

that the greater a company's reputation, the more likely an individual will apply for a job there. This conclusion is statistically significant ($p < 0.05$), demonstrating that the impact of corporate reputation on the intention to apply for a job is not random.

A one-unit increase in social media information leads to a 0.706-unit rise in job application intention, assuming a stable corporate reputation. This shows that social media information has a higher influence on an individual's decision to apply for a job than company reputation. The finding is extremely statistically significant ($p < 0.001$).

The study shows that both company reputation and social media information have a considerable impact on an individual's intention to apply for a job. However, social media information exerts a stronger influence compared to company reputation. This implies that companies need to pay attention not only to their reputation but also to how information about the company is disseminated on social media.

Partial Test (t Test)

Table 9. t Test Results

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1 (Constant)	15.401	6.936		2.220	.029
X1	.437	.182	.230	2.404	.018
X2	.683	.171	.382	3.990	.000

a. Dependent Variable: Y

Source: SPSS Data Analysis 2024

Based on Table 9, the partial test results indicate that both Company Reputation and Social Media Information have a significant positive impact on financial performance. The t-values for Company Reputation (2.404) and Social Media Information (3.990) are both greater than the critical t-value (1.973), and their corresponding p-values (0.018 and 0.000, respectively) are less than the significance level of 0.05. These findings suggest that both variables are statistically significant predictors of financial performance.

Regression study indicates that an individual's intention to apply for a job is significantly influenced by both social media information and the reputation of the organization. Keeping social media information constant, the coefficient for company reputation ($\beta = 0.437$, $p < 0.05$) shows a positive and statistically significant association, implying that a one-unit rise in firm reputation is linked to a 0.437-unit increase in job application intent. Likewise, a bigger and statistically significant positive association is revealed by the coefficient for social media information ($\beta = 0.683$, $p < 0.001$), suggesting that social media information has a greater influence on job application intentions.

These findings underscore the importance of both company reputation and social media presence in attracting potential employees. While both factors contribute significantly, the results suggest that companies should prioritize their social media strategy, as it exerts a more substantial influence on job seekers' decisions.

Simultaneous Test (F Test)

Tabel 4. F Test Results
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1122.688	2	561.344	18.443	.000 ^b
	Residual	2952.352	97	30.437		
	Total	4075.040	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

The multiple linear regression model's ANOVA test results are shown in Table 4. With two degrees of freedom, the regression sum of squares (SS) is 1122.688, resulting in a mean square of 561.344. The variance in the dependent variable that the independent factors account for is represented by this value. With 97 degrees of freedom and a mean square of 30.437, the residual sum of squares (2952.352) indicates the variance in the dependent variable that the model is unable to explain. The total variance in the dependent variable is represented by the sum of squares, which comes out to 4075.040 with 99 degrees of freedom. The regression model is statistically significant, indicating that the independent variables together have a substantial effect on the dependent variable, according to the F-value of 18.443 at a significance level of 0.000.

The Effect of Company Reputation on Job Applicant Intention

Based on the results of the analysis, Company Reputation has a positive and significant effect on job applicant intention. The coefficient for Company Reputation is 0.437, indicating that a stronger company reputation enhances the likelihood of attracting job applicants. This suggests that companies with a positive reputation are more successful in drawing potential candidates, as they are often perceived as desirable places to work. Respondents noted that a well-regarded company tends to attract higher-quality candidates due to its association with stability, growth opportunities, and a positive work environment.

These findings align with research indicating that effective employer branding significantly influences company reputation, which in turn increases job applicant intention. Studies have shown that various dimensions of employer branding—such as interest, social aspects, economic benefits, development opportunities, and value propositions—positively impact a company's reputation. This enhanced reputation subsequently boosts the likelihood of job seekers expressing interest in employment opportunities with the company (Junça Silva & Dias, 2023). Additionally, research conducted on active students in Indonesia further supports these findings, demonstrating that employer branding significantly affects both company reputation and job applicant intention (Setiawan & Marginingsih, 2021).

The Effect of Social Media on Job Applicant Intention

Based on the results of the analysis, Social Media Information has a positive and significant effect on job applicant intention. The coefficient for Social Media Information is 0.683, indicating that effective use of social media substantially increases the likelihood of attracting job applicants. This implies that companies leveraging social media platforms to share information, engage with potential candidates, and promote their employer brand are more successful in drawing interest from job seekers. Respondents indicated that an active and strategic social media presence allows companies to showcase their culture, values, and opportunities in a way that resonates with potential applicants, making them more inclined to

consider and apply for job openings.

These findings are consistent with existing research that highlights the critical role of social media in recruitment processes. Social media platforms provide companies with a broader reach and the ability to engage directly with a diverse pool of potential candidates. By effectively utilizing social media, companies can build a strong online presence that enhances their reputation and attractiveness as employers. This increased visibility and engagement through social media significantly boost job applicant intention, as candidates are more likely to apply to companies they perceive as dynamic, communicative, and aligned with their values and career aspirations.

Recent studies support these conclusions. For example, a study by Melanthiou, Pavlou, and Constantinou (2015) found that job seekers are more likely to apply to companies that have a strong and positive social media presence, as it provides insights into the company culture and values (Khan, 2024). Additionally, a report by Jobvite (2021) indicates that 92% of recruiters use social media to find high-quality candidates, emphasizing the importance of social media in modern recruitment strategies (Melanthiou et al., 2015).

The Effect of Company Reputation and Social Media Information on Job Applicant Intention

The F-test was used to evaluate the impact of social media information and company reputation on job candidate intention at the same time. The analysis's findings are displayed in the ANOVA table. With two degrees of freedom, the regression model's Mean Square is 561.344 and its Sum of Squares is 1122.688. The model's significance level (Sig.) is .000 and its F-value is 18.443, suggesting that the model is statistically significant.

This indicates that social media information and company reputation together have a major impact on job applicant intention. The significant level less than 0.05 ($p < 0.05$) and the high F-value indicate that the combination of these two variables significantly influences job candidates' intentions. Companies that maintain a positive reputation and actively use social media to engage with potential candidates are more successful in attracting job applicants. These results are consistent with previous findings, indicating that both a strong company reputation and an active social media presence are crucial for appealing to job seekers.

The findings align with existing research, demonstrating that company reputation and social media significantly influence job applicant intention. For example, a study by Melanthiou, Pavlou, and Constantinou (2015) found that job seekers are more likely to apply to companies with a strong and positive social media presence, as it provides insights into the company culture and values (Melanthiou et al., 2015). Additionally, research by Jobvite (2021) indicates that 92% of recruiters use social media to find high-quality candidates, emphasizing the importance of social media in modern recruitment strategies (Khan, 2024).

Furthermore, research conducted on active students in Indonesia shows that employer branding significantly influences company reputation and job applicant intention. Effective employer branding, including interest, social, economic, development, and application value propositions, enhances company reputation and increases job application intentions. Social media also plays a crucial role in recruitment, as it allows companies to showcase their brand and culture, making them more attractive to job seekers (Demir & Günaydın, 2023).

In summary, the simultaneous effect of company reputation and social media on job applicant intention is evident. A strong company reputation and an active social media presence not only attract potential job candidates but also improve the overall perception of the company

as a desirable workplace. These findings are supported by various studies, underscoring the importance of maintaining a positive reputation and leveraging social media in recruitment efforts.

CONCLUSION

Based on the research findings, both company reputation and social media information have significant and positive impacts on job applicant intention. The statistical analysis, including the multiple linear regression and ANOVA tests, demonstrates the critical role these factors play in attracting potential job candidates. Specifically, a stronger company reputation, with a coefficient of 0.467, increases job applicant intention, while effective use of social media, with a coefficient of 0.706, substantially enhances this likelihood.

The descriptive statistics reveal that the variables measured show consistent trends, with job applicant intentions having a wider spread than company reputation and social media information. The classical assumption tests confirm that the data meet the necessary conditions for valid regression analysis, with no issues of multicollinearity or heteroscedasticity, and normal data distribution. These findings align with existing literature, highlighting that effective employer branding and strategic social media presence are crucial for enhancing a company's reputation and attractiveness to job seekers. Research by Melanthiou et al. (2015), Jobvite (2021), and Khan (2024), among others, supports these conclusions, indicating that companies with a positive reputation and active social media engagement are more successful in drawing interest from high-quality candidates. In summary, maintaining a positive company reputation and leveraging social media effectively are vital strategies for companies aiming to attract and retain top talent. These efforts not only improve the perception of the company as a desirable workplace but also significantly increase the likelihood of job applicants expressing interest in employment opportunities.

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