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Effect Of Employer Branding And Prestige On Intention To Apply In The Top 5 E-Commerce In Indonesia

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ABSTRACT

Employer branding is the image and reputation of the organization as an ideal place to work. Thus the company can survive and win in the "talent war" labor competition with increasing labor competition. The purpose of this study was to determine the effect of the company's brand strategy on the intention to apply in the top 5 e-commerce in Indonesia. This research was conducted on students at 7 universities in Jakarta. The sampling method used probability sampling with cluster sampling with a sample size of 273. The data was collected by means of a questionnaire. This type of research is quantitative and uses the SmartPLS 3.0 program. The results showed that publicity had a significant effect on the work environment, task attractiveness, and pay attractiveness. WOM has a significant effect on the work environment, task attractiveness, and pay attractiveness. Advertising has a significant effect on the work environment, career opportunities, and job attractiveness. Work environment, pay attractiveness, career opportunities and prestige have a significant effect on intention to apply for work

Keywords: *Prestige, Intent to Apply, Employer Branding*

ABSTRAK

Merek perusahaan pemberi kerja (*employer branding*) merupakan citra dan reputasi organisasi sebagai tempat bekerja yang ideal. Dengan demikian perusahaan dapat bertahan dan menang dalam persaingan tenaga kerja "*talent war*" dengan meningkatnya persaingan tenaga kerja. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh strategi merek perusahaan terhadap niat melamar di top 5 e-commerce di Indonesia. Penelitian ini dilakukan kepada mahasiswa/wi di 7 universitas di Jakarta. Metode pengambilan sampel menggunakan probability sampling dengan cluster sampling dengan jumlah sampel 273. Pengumpulan data dengan kuesioner. Jenis Penelitian ini adalah kuantitatif dan menggunakan program SmartPLS 3.0. Hasil penelitian menunjukkan bahwa publisitas berpengaruh signifikan terhadap lingkungan kerja, daya tarik tugas, dan daya tarik pembayaran. *WOM* berpengaruh signifikan terhadap lingkungan kerja, daya tarik tugas, dan daya tarik pembayaran. Iklan berpengaruh signifikan terhadap lingkungan kerja, peluang karir, dan daya tarik tugas. Lingkungan kerja, daya tarik pembayaran, peluang karir dan prestise berpengaruh signifikan terhadap niat melamar kerja.

Kata Kunci: Prestise, Niat Melamar Kerja, Employer Branding

Introduction

In the development of the global business world which has an impact on the intense competition between organizations, companies must be able to compete through the resources they have. Where in an organization, human resources are very important resources, because human resources greatly determine the running of every other resource available in the organization. Human resources are the only resources that have reason, feeling, desire, ability, skill, knowledge, drive, power, and work. All of this is very influential in efforts to achieve the goals of an organization, even with the sophistication of technology, the rapid development of information, the availability of capital, and adequate materials within the organization, an organization will not be able to achieve organizational goals without the support of potential human resources. (Hamali, 2016). Thus, the company of course also needs potential talents and skills to be drawn into the company. This demand for skilled and talented workers has led to a talent war in the field or talent war (Amelia, 2018), this talent war is due to the increasing difficulty of finding potential talents who have the expected abilities. Nowadays, to recruit new and promising talents, a strategic approach is mandatory. This is done so that the company is able to grow the intention in a candidate to apply for the company, attend the selection process and join the company if elected and of course to get the best workforce needed by the organization to be able to compete. In previous studies regarding the intention to apply itself is still rarely discussed, in this study it is hoped that the company can find out what strategy is right to attract candidates, especially the current generation who are about to graduate from college.

Intention to Apply for a Job

Intention to apply for a job itself is the decision of each candidate to choose and decide to pursue an organization as a destination for work. One strategy that tends to be stronger in winning the war for talent or talent is the chosen company or the company of choice (Baker, 2014). In addition to human resources itself, the power to compete is also needed for an organization, one of which is the so-called company brand as an employer. Brusch et al. (2017) it is said that people should be considered as one of the most important resources for companies and corporate brands related to intangible assets.

Employer Branding

In this case the company's brand is often referred to as Employer Branding which is the link between human resources and marketing. Employer branding references show an organization's efforts to know what makes it desirable, selected and different as an

employer both internally and externally. In this study, the employer's brand strategy includes the activities of the employer's brand and the perceived job attributes of the employer (Devina, 2016). The first is employer branding activities that are focused on three branding activities seen in the current initial recruitment activities, namely publicity, word of mouth, and advertising (Collins & Stevens, 2002) which were adapted from marketing strategies. Due to the fact, the chosen company is not only an organization that employees want to work for but also a brand that they will recommend as the brand of first choice to friends who are looking for work (Tanwar, 2018). Furthermore, the second regarding the perceived job attributes of the employer, the brand of the employer is an employer's strategy to be able to differentiate themselves from their competitors by offering a package of psychological, economic and functional benefits for employees (Sharma, 2017).

Employer image attribute perception

The perceived job attributes of the employer in this case are the perception of prospective applicants regarding the description of the employer's attributes, which include the work environment, career opportunities, task attributes, and attractiveness of compensation (Devina, 2016). Previous research has argued that employer brands help in positioning the company in the minds of potential employees as potential employers for candidates to choose from (Rampl, 2014). The desire to work in an organization is usually also influenced by whether or not an organization is prestigious, because usually individuals tend to feel proud to get a job and be part of a company that is considered to have prestige. Uggerslev, et al. (2012) identified organizational prestige as a strong predictor that affects the attractiveness of applicants to apply for a particular organization. It is known in previous research that organizational prestige is positively related to the intention to apply for work (Highhouse, et al., 2003; Devina et al. 2016).

It is known that 56% of Indonesia's population are internet users, therefore it is certainly no stranger to the current existence of e-commerce which is developing very rapidly where people no longer shop directly but use e-commerce online. And among the many e-commerce that is present in Indonesia, of course there are some of the best e-commerce selected, as evidenced by the list of the most known and most downloaded e-commerce, namely Tokopedia, Bukalapak, Shoppee, Lazada, Blibli.
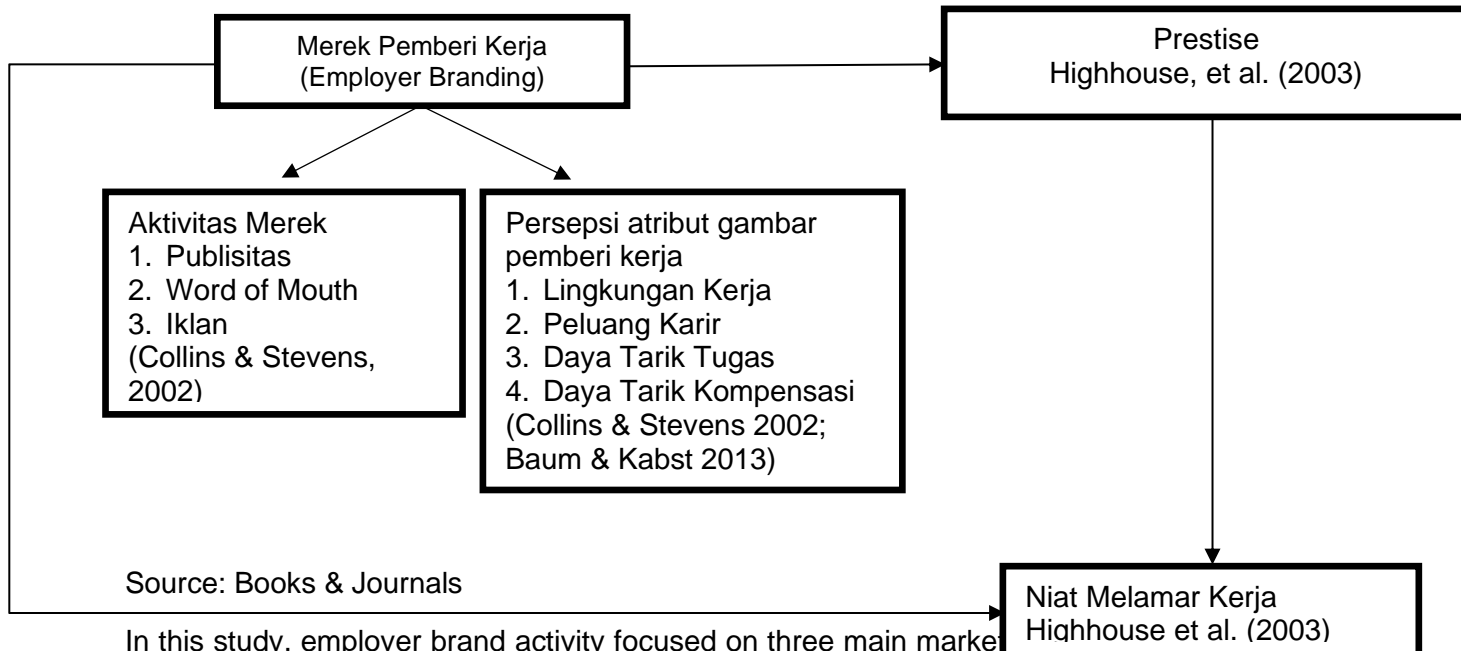
Figure 1. 5 Top E-Commerce Applications in Indonesia Q3 2019

Source: https: //iprice.co.id/

From the phenomenon above, it is known that the e-commerce company recruits a lot of employees. It is undeniable that working in a digital-based company is a career concept that has been on the rise among young people over the past few years. Compared to the corporate culture which is synonymous with prolonged bureaucracy and lack of space for creativity, the generally more relaxed work culture of digital companies is also the main attraction for the younger generation. Therefore, the five e-commerce companies were chosen as reference companies in researching the intention to apply for work in this study and also this research was taken from the point of view of students as the younger generation and will look for work after graduation. E-commerce is synonymous with generations Y and Z who are basically internet literate, live in the internet era and use the internet every day. But it is said in coil.com that millennials are now getting older and are no longer the youngest employees, so they may be generated in Generation Z who were both born and live in the internet world. It is known from research that Glassdoor conducted to learn about Gen Z and their career choices. The results reveal that the technology industry occupies the top place that Gen Z is interested in starting their careers.

Figure 2. Literature Review Scheme

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┌──────────────────────────┐                          ┌──────────────────────────┐
│   Merek Pemberi Kerja    │ ───────────────────────▶ │        Prestise          │
│   (Employer Branding)    │                          │  Highhouse, et al. (2003)│
└──────────────────────────┘                          └──────────────────────────┘
        ╱          ╲                                              │
       ╱            ╲                                             │
┌──────────────┐  ┌──────────────────────────┐                   │
│ Aktivitas    │  │ Persepsi atribut gambar  │                   │
│ Merek        │  │ pemberi kerja            │                   │
│ 1. Publisitas│  │ 1. Lingkungan Kerja      │                   │
│ 2. Word of   │  │ 2. Peluang Karir         │                   │
│    Mouth     │  │ 3. Daya Tarik Tugas      │                   │
│ 3. Iklan     │  │ 4. Daya Tarik Kompensasi │                   │
│ (Collins &   │  │ (Collins & Stevens 2002; │                   │
│ Stevens,     │  │ Baum & Kabst 2013)       │                   ▼
│ 2002)        │  │                          │  ┌──────────────────────────┐
└──────────────┘  └──────────────────────────┘  │   Niat Melamar Kerja     │
                                                 │   Highhouse et al. (2003)│
Source: Books & Journals                         └──────────────────────────┘
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In this study, employer brand activity focused on three main market evident in the current early recruitment activity: (a) publicity, (b) word of mouth (WOM) support, and (c) advertising (Collins & Stevens, 2002). Publicity is all activities carried out to introduce the company and / or products to the public through mass media and any information or actions that bring an individual to be known to the public. Publicity is defined as information about a product or service that is communicated through editorial media that is not paid for by the organization, and publicity represents a very effective way to improve the brand image of the product (Collins & Stevens, 2002).

Although publicity is not under the direct control of the organization, organizations can positively influence the publicity they receive through press releases and public relations campaigns. Consumers can reduce the risks associated with their purchases by seeking information from reliable sources, such as friends or people deemed to have relevant expertise (Collins & Stevens, 2002). Word of Mouth can provide information on specific attributes and more general attitudes about available brands. Word of mouth usually has the greatest impact on consumer decisions when the information they receive is positive and thus can clearly differentiate between brands (Kotler, 2012). Collins & Stevens (2002) says that advertising refers to paid information, professionally designed, channeled through various media outlets, which are used to modify consumer perceptions. Because advertising is directly controlled by the organization, it can be said that advertising is created to create a picture of the desired brand attributes in the minds of consumers and to foster a

positive attitude towards the brand. In this study, advertising is limited to advertising in relation to human resources, namely job advertisements. The job vacancies contain job descriptions and job specifications.

Baum & Kabst (2013) said that applicants interpret the activities and information provided by the company as a description of their future work experience in that company. Therefore, the applicant's intention to apply in the company is influenced by the perceived characteristics of the company rather than what actually exists. These perceptions shape the employer's brand. Applicants will evaluate potential employers in terms of the benefits provided by the job and the organization, as well as compare these benefits with those of competing companies. From the perspective of potential employees, they cannot fully assess the quality of prospective employers because there are some unobserved characteristics, such as work climate and career development (Devina et al., 2016). By definition, organizational attributes refer to perceptions of what the organization provides regarding organizational policies and working conditions (Daniel & José, 2010). Important dimensions of employer image are the attractiveness of salary, career and development aspects, task characteristics, and social factors (Baum & Kabst, 2013).

This study will examine the perceived job attributes of employers consisting of four dimensions, such as

a) work environment,
b) career opportunities,
c) the attractiveness of the task, and
d) attractiveness of compensation

Sedarmayanti (2013) stated that a place where there is a group in which there are several supporting facilities to achieve company goals in accordance with the company's vision and mission. However, the work environment within the company cannot be observed directly by applicants. So prospective applicants should try to find information.

A career is all jobs (positions) held during a person's working life, (Hamali, 2016). Career is all the work handled or held during a person's working life. Thus, a career is a stage that a person wants to achieve not only in life in general, but also an achievement to a better stage in the profession he is pursuing.

Attractiveness in the Big Indonesian Dictionary is defined as the ability to attract (attract) attention. And in activation theory Scott (1966) states that perceived attractiveness is a function of the individual's level of excitement (state of wakefulness) during task execution.

Meanwhile, the tasks themselves in the Big Indonesian Dictionary are described as those that must be done or that are determined to be done; work for which a person is responsible; assigned work. So that it can be said that task attractiveness is the ability to attract / attract from an activity that must be done and determined to be done, due to individual passion in its implementation, or simply the work given is interesting because it can spur the desire / passion to carry out.

According to Dessler (2015), compensation is any form of payment or reward given to employees and arising from the employee's work. Compensation is all income in the form of money, goods directly, or indirectly received by employees in return for services provided to the company. Meanwhile, according to (Dessler, 2015), compensation can be defined as any form of payment or reward given to employees and arises from their work.

Prestige

In the Big Indonesian Dictionary, prestige is defined as authority with regard to one's achievements or abilities. Prestige or also called organizational prestige is defined as the degree to which an organization is respected (Lievens & Highhouse, 2003). In the analysis conducted by (Uggerslev et al., 2012) identified organizational prestige as a strong predictor of the attractiveness of applicants from a particular organization.

Figure 3. Framework of Thought
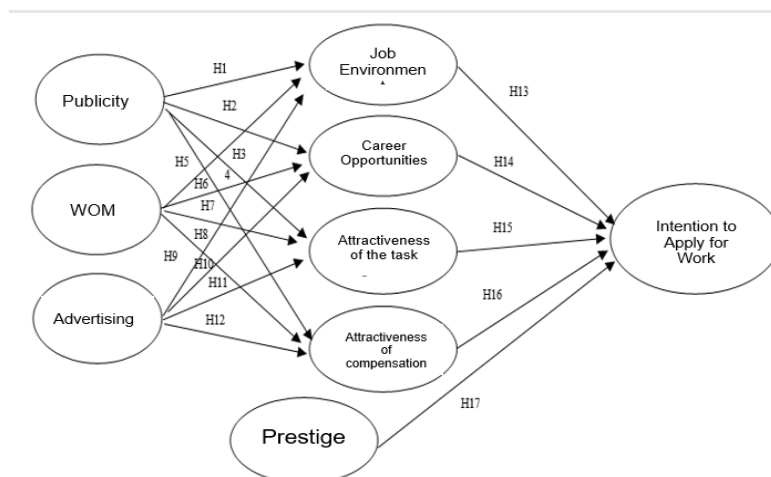
Source: Devina et al. (2016); Collins & Stevens, 2002; Highhouse, et al. (2003); Baum & Kabst 2013

Collins & Stevens (2002) found that brand activity in this case publicity, WOM, and advertising in the recruitment process affects certain beliefs and attitudes towards job vacancies. The research shows that an organization's marketing mix or marketing activities used to sell products or services can increase customer-based brand equity because it

increases awareness, generates favorable attitudes, as well as in the recruitment process, these activities can affect the perception of potential applicants.

H1: There is a significant effect of publicity on the work environment

H2: There is a significant effect of publicity on career opportunities

H3: There is a significant effect of publicity on task attractiveness

Publicity does not have a significant effect on all dimensions of Employer's Perceived Job Attributes (work environment, career opportunities, task attractiveness, compensation attractiveness) (Collins & Stevens, 2002; Devina et al., 2016). In the study, publicity did not consistently provide information about brand attributes because the nature and frequency of publicity received depended on decisions made by external parties, therefore publicity tends to influence applicants' attitudes but not on their perceptions of specific attributes.

H4: There is a significant effect of publicity on the attractiveness of compensation

H5: There is a significant effect of WOM on the work environment

H6: There is a significant effect of WOM on career opportunities

The first phase when job seeker are applying for jobs, they try to get information from different sources such as WOM from family, friends, colleagues (Van Hoye et al., 2013; Keeling et al., 2013). Word of mouth has a significant positive effect on all dimensions (work environment, career opportunities, attractiveness of tasks, attractiveness of compensation) Perceived Job Attributes of Employers (Collins & Stevens, 2002; Devina et al., 2016).

H7: There is a significant effect of WOM on task attractiveness

H8: There is a significant effect of WOM on the attractiveness of compensation

H9: There is a significant effect of advertising on the work environment

Advertising has a significant influence on all dimensions (work environment, career opportunities, task attractiveness, compensation attractiveness) Employer Perceived Job Attributes **(**Collins & Stevens, 2002**;** Devina et al., 2016).

H10: There is a significant effect of advertising on career opportunities.

H11: There is a significant effect of advertising on task attractiveness.

H12: There is a significant effect of advertising on the attractiveness of compensation.

It is known that working comfort will be supported by a supportive work environment, so that with a comfortable work environment, a person is able to work well. Thus, prospective

applicants also consider the work environment that will be felt when working. **T**he work environment has a significant positive effect on the intention to apply for work **(**Baum & Kabst, 2013**;** Lee et al., 2018).

H13: There is a significant effect of the work environment on the intention to apply for a job

According to Hillebrandt & Ivens (2012) career opportunities are one of the factors that influence the intention to apply for work. Career opportunities affect the intention to apply for work (Baum & Kabst, 2013; Brusch et al., 2018; Devina et al., 2016; Kumari & Saini, 2018; Reis & Braga, 2016; Santiago, 2019).

H14: There is a significant effect of career opportunities on the intention to apply for a job

Baum & Kabst (2013) found the attractiveness of the task has a significant positive effect on the intention to apply for work.

H15: There is a significant effect of task attractiveness on the intention to apply for a job

In the research of Baum & Kabst (2013) that the attractiveness of compensation has a significant positive effect on the intention to apply for work. The attractiveness attribute of compensation in this case salary has a significant influence on intention to apply for work (Brusch et al., 2018; Chhabra & Sharma, 2014; Chi et al., 2018; Lee et al., 2018; Kumari & Saini, 2018; Sivertzen et al., 2013), the attributes within the company have a significant influence on the intention to apply for work.

H16: There is a significant effect of the attractiveness of compensation on the intention to apply for a job.

A company is called prestigious or has prestige when the name of the company inspires thought and is famous in the minds of those who hear it. This prestige or prestige reflects a social consensus about the extent to which the characteristics of the company are perceived as positive or negative so that it creates a desire to join or apply for the company. Prestige influences job application intentions (Lievens & Highhouse, 2003; Devina et al., 2016).

H17: There is a significant effect of prestige on the intention to apply for a job

Method

This research is a quantitative research, so the data collection technique used is using a survey with a questionnaire instrument that must be filled out and answered by the research object using an answer or perception view. According to Sugiyono (2014), the questionnaire

is a data collection technique which is done by giving a set of questions or written statements to the respondents to answer. The distribution and filling of this questionnaire was carried out through two events, namely:

1. Online, where respondents fill out questionnaires using internet media (https://doc.google.com).
2. Directly, where the respondent fills out the questionnaire through the form that has been provided

The population of this study are 7 universities in DKI Jaya with the following criteria:

1. Have students more than 5000
2. Well-known university
3. Representing every area in DKI Jaya level two (North Jakarta, East Jakarta, Central Jakarta, West Jakarta, South Jakarta)

So the population in this study were all students at 7 universities:

Table 1. Total Population in 2018/2019

University	Number of Students
A University	38,380
B University	23,789
C University	14,760
D University	7,998
E University	10.051
F University	32.808
G University	5.680
Total	133,466

Source: https://forlap.ristekdikti.go.id (Data taken on April 06, 2019)

The sampling technique used by the author is probability sampling where the sampling technique that provides equal opportunities for each element or member of the population to be selected as a sample, the probability sampling method used is cluster sampling, where group sampling is a probability sampling procedure that selects sub-populations called clusters , then each element in the cluster is selected as a sample member (Sudaryono, 2017)

According to Hair et.al (2006:166) states that to measure the sample size is calculated between (5-10) multiply by the number of indicators, therefore with a total of 27 indicators, the sample obtained is 27x10 = 270, then the sample used in the study There are 270 students and using the cluster method, where each university has the same sample, the sample is adjusted to 273 students from 7 universities.

In processing the data in this study, the authors used data obtained from the research instrument, namely a questionnaire using a Likert scale as the measurement scale. The

data processing technique begins with testing the validity and reliability of the research instrument (questionnaire). The purpose of this test is to measure the accuracy of the questionnaire so that it can be used as a research tool and to avoid questions that are difficult to understand or lack or excess of the questionnaire material itself. Validity testing in this study was assisted by the SmartPLS data processing program.

Result and Discussion

Thus, it is known that the Respondent Profile from the results of the questionnaire,

Table 2. Profile of Respondents

Description	Frequency	Percentage
Gender		
Male	112	41%
Woman	161	59%
Total	**273**	**100%**
Age		
16-20 years old	58	21%
21-25 years old	215	79%
Total	273	100%
University		
A University	39	14.2858%
B University	39	14.2858%
C University	39	14.2858%
D University	39	14.2858%
E University	39	14.2858%
F University	39	14.2858%
G University	39	14.2858%
Total	273	100%
Semester		
Semester 1-3	11	4%
Semester 4-6	51	19%
Semester >6	211	77%
Total	273	100%
Major		
Management	173	63%
Information Systems	42	16%
Technical Information	28	10%
psychology	11	4%
Accountancy	6	2.3%
Economic Education	4	1.5%
Language Education	5	2%
Communication	4	1.5%
Total	273	100

Source: Questionnaire Data

Table 2 show the respondents' gender, age, university, semester, major. When viewed from the gender of female respondents more than male respondents, namely 112 people (59%). From age, it can be seen that the majority are over 21 years old (79%). And from the University certainly have the same percentage because this study uses a cluster sampling technique. And judging from the semester having the majority of semesters 6 and above with a total of 211 (77%), so this shows that the respondents are almost nearing the final stage of college and will soon be looking for work, so that respondents can already have an idea of the job they are interested in. And judging from the majors, the majority of management majors with a total of 173(63%), and followed by several other majors that still have links with e-commerce.

The respondent's profile is also about whether the respondent knows or is familiar with the e - commerce mentioned, and the following data are obtained:

Table 3. Known *E-commerce*

E-Commerce	Amount	Percentage
Blibli	217	79%
Bukalapak	233	85%
Tokopedia	258	95%
Shoppee	246	90%
Lazada	235	86%

Source: Questionnaire Data

Table 3 show the top five e-commerce are on average known by all respondents with the lowest percentage level 217 (79%) respondents knowing Blibli, and the highest 258 (95%) respondents knowing Tokopedia.

From the data, it is known that the range of the lowest answer values is 3.137 which means sufficient/moderate and the highest is 4.250 which means very good. And for the comparison between men and women, it can be seen from the table above that of all the statement indicators regarding the intention to apply for work, the higher value is male, except for the statement "I will recommend an e-commerce company if there are relatives who are looking for work. The average score for the answers from women was higher even though the difference was not significant.

Furthermore, for the publicity statement indicator, the highest average score of answers is also male, as well as for WOM and advertisements.

For the perceived attribute indicators, the average value of the highest answers for all dimensions (work environment, task attractiveness, attractiveness of compensation) is also higher for males, only for career dimensions the average score for female answers is

higher.Prestige and intention to apply for a job, the average score for the answers was higher for men than for women.

Using PLS analysis, convergent validity is measured by looking at the value of the loading factor indicator on the construct and the AVE value of the construct. all indicators of the data obtained have valid data because the value is > 0.60, meaning that the measuring instrument used in this study has convergent validity accuracy or is considered valid. Based on the AVE value in the table above, the measuring instrument used for this study is correct, because the AVE value obtained above 0.50 indicates the discriminant validity is valid.

A construct is reliable if it has a composite reliability value above 0.70 and the value of Cronbach's alpha above 0.60. Based on the table above, it can be seen that the value of the SmartPLS output is above all constructs has a composite reliability value above 0.70 and Cronbach's alpha above 0.60. So it can be concluded that the construct has good reliability.

Hypothesis testing of the PLS model was carried out using the Bootstrapping (resampling) method. In this study as many as 273 samples will be resampled up to 500 samples. With a 95% confidence level, Ha will be accepted if the T-Statistic value is > 1.96 and Ha will be rejected if the T-Statistic value is < 1.96.

Based on the output results, it can be seen that the indirect effect of publicity on the intention to apply for a job has a T-Statistic of more than 1.96 (3,345>1.96) so it can be concluded that there is an indirect significant effect of publicity from the top 5 e-commerce on the intention to apply. work for the e-commerce company. The indirect effect of WOM on the intention to apply for a job has a T-Statistic of more than 1.96 (5,892>1.96) so it can be concluded that there is an indirect significant effect of WOM from the top 5 e-commerce on the intention to apply. work for the e-commerce company. The indirect effect of advertising on the intention to apply for a job has a T-Statistic of more than 1.96 (3.345> 1.96) so it can be concluded that there is an indirect significant effect of advertising from the top 5 e-commerce on the intention to apply. work for the e-commerce company.

Based on the results of research and analysis that has been done, it can be concluded that the Effect of Publicity on the Work Environment is accepted. Publicity has a significant effect on the work environment, the majority of students have seen news about e-commerce companies and have the perception that the work environment in e-commerce companies is comfortable with the facilities provided. The effect of publicity on the work environment has a T-Statistic of more than 1.96 (3,458>1.96) so that Ha is accepted, it can be concluded

that there is a significant effect of publicity from the top 5 e-commerce on students' perceptions of the work environment in the e-commerce company.

The effect of publicity on career opportunities has a T-Statistic of less than 1.96 (0.637 <1.96) so Ha is rejected, it can be concluded that there is no significant effect of publicity from the top 5 e-commerce on student perceptions of career opportunities in the e-commerce company. The effect of publicity on the attractiveness of the task has a T-Statistic of more than 1.96 (3,879>1.96) so that Ha is accepted, the effect of publicity on the attractiveness of compensation has a T-Statistic of more than 1.96 (5.564> 1.96) so that Ha is accepted, the effect of WOM on the work environment has a T-Statistic of more than 1.96 (6.395> 1.96) so that Ha is accepted, the influence of WOM on career opportunities has a T-Statistic of less than 1.96 (4.865>1.96) so that Ha is accepted, the influence of WOM on the attractiveness of the task has a T-Statistic of more than 1.96 (2.655> 1.96) so that Ha is accepted, the influence of WOM on the attractiveness of compensation has a T-Statistic of more than 1.96 (6,708>1.96) so that Ha is accepted, the effect of advertising on the work environment has a T-Statistic of more than 1.96 (3,533>1.96) so that Ha is accepted, the effect of advertising on career opportunities has a T-Statistic of less than 1.96 (5.595> 1.96) so that Ha is accepted, the effect of advertising on task attractiveness has a T-Statistic of less than 1.96 (1,389 <1.96) and the effect of advertising on the attractiveness of compensation has a T-Statistic of less than 1.96 (1,352>1.96) so that Ha is rejected, it can be concluded that there is no significant effect of advertising from the top 5 e-commerce on student perceptions of the task attractiveness and work environment in the e-commerce company.

The influence of the work environment on the intention to apply for work has a T-Statistic of more than 1.96 (2,407>1.96) so that Ha is accepted,the effect of career opportunities on the intention to apply for work has a T-Statistic of more than 1.96 (2.639> 1.96) so that Ha is accepted, the effect of task attractiveness on the intention to apply for work has a T-Statistic of less than 1.96 (1.892 <1.96), the effect of attractiveness of compensation on the intention to apply for a job has a T-Statistic of more than 1.96 (3,002>1.96) so that Ha is accepted, the influence of prestige on the intention to apply for a job has a T-Statistic of more than 1.96 (4,628>1.96) so that Ha is accepted.

Conclusion

It can be seen from the results of this study that the highest influence value between branding activities on the perception of the employer's company attributes is WOM on Compensation Attractiveness and WOM on the work environment, so WOM is very

important to be maintained and improved. Company e-commerce should be able to keep their company's image as a good company to work, either by keeping the welfare of its employees in terms of benefits and a good working environment so as to maintain WOM held to build the perception of potential employees. As for the influence on the intention to apply for work, the highest influence value is the attractiveness of compensation and prestige, so that it must be maintained and improved, and the company must maintain its image as a company with good benefits and has a good reputation as a place to work. The attractiveness of the task does not affect the intention to apply for work, meaning that the presence or absence of the attractiveness of the task does not make prospective candidates, especially current students, apply. So, it is necessary to focus on other things that are more influential.

Advertisements in this case job vacancies, although advertisements are very important for companies in finding prospective applicants, it does not affect the attractiveness of assignments and attractiveness of compensation in the perception of prospective applicants. However, it is maintained because it can influence perceptions of the work environment and given career opportunities, and where the work environment and career opportunities have a significant effect on intentions to apply for work. Publicity of the top five e-commerce . Publicity is important for establishing employer branding because it is able to describe the work environment and attractiveness of compensation on the perceptions of candidate applicants, so that with good publicity it must be maintained and improved. By having new achievements again, especially in employer branding, such as that of Bukalapak itself which is the best place to work.

The current work environment is very important for young people who are looking for work, as evidenced by the creation of the best possible work environment in e-commerce companies , such as an artistic room, or a friendly environment, an environment that is styled by young people or "modern" children by building Perceptions about the work environment can foster intentions and attract potential applicants, so that young people or prospective job seekers are currently interested in applying for e-commerce companies . Career opportunities are needed or important for prospective applicants to determine the company to be applied for, the perception of career opportunities is good in e-commerce companies so it is important to provide career opportunities to attract these young talents. The prestige of a company greatly affects the desire to apply for the company, and prospective applicants will feel proud when they have the status of working in a prestigious

company. And it is known that the respondents agree that e-commerce companies are prestigious and in demand. Limitations and Suggestions for further research.

In further research, it is hoped that researchers can add other variables that support and are in accordance with existing developments so that this research becomes even better, because based on the R Square value in the coefficient of determination test, the average percentage of influence between variables is still categorized as strong enough, which is around 22%. up to 50% while the remaining 49% to 78% are influenced or explained by other variables not included in this study. In future research, it is hoped that researchers will take a larger and wider sample so that the results can be more in-depth and can use different subjects

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