

The Effect of Compensation, Work Environment, and Employer Branding on the Interest in Applying for Work of Nusa Putra University Students

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ABSTRACT

This study aims to analyze the influence of compensation, work environment, and employer branding on the job application intention of 8th semester students at Universitas Nusa Putra. Given Generation Z's crucial role in the future workforce and their high turnover rates, understanding the factors influencing their job application interest is vital. Employing a quantitative correlational approach with Proportionate Stratified Random Sampling, the study involved 3,295 students. Results indicate that work environment and employer branding have a positive and significant impact on job application intention, while compensation does not significantly influence it. Simultaneously, the three variables explain 71.8% of the variation in job application intention. These findings underscore the importance for companies to focus on enhancing work environment quality and developing strong employer branding strategies, and for universities to facilitate collaborations with companies excelling in these aspects. This research contributes to understanding Generation Z's work preferences and aids companies in devising more effective recruitment strategies.

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1. INTRODUCTION

In the era of rapid globalization, the need for Human Resources (HR) that are useful for managing organizations or companies is increasing. HR is an important element for the smooth running and achievement of organizational goals, both institutions and companies (Soemarsono, 2018). HR is a crucial aspect for organizations to gain competitive advantage and is a major

investment that must be considered by companies (Soeling et al., 2022). Therefore, companies that are able to find and retain the best and quality talent will have a great opportunity to gain advantages over their competitors (Boxall, 1996).

Generation Z is predicted to be one-third of the total workforce in the future. This shows that generation Z will play an important role in the world of work and

become a driving force for economic growth (Deloitte, 2019). Generation Z is the generation born in 1997 to 2012, who are currently aged 12-27 years, will be the majority of the workforce in the future. Based on BPS data (2023), generation Z reaches 22% of the total population of Indonesia. The arrival of the young generation born in the early 21st century in the workplace will change the conventional view of the relationship between employers and prospective workers (Staglin 2022).

Before conducting the main research, the researcher conducted pre-research to strengthen the research and the reasons for selecting the variables. This pre-research is important to find out which variables have the most influence on job application interest. A total of 33 Nusa Putra University students from semester 5 to final semester were involved in this pre-research. The pre-research questionnaire was distributed via Google Form. This pre-research only has 1 question cell, so the minimum sample required is 10. However, the researcher decided to use 33 respondents to obtain more accurate and reliable findings. The results of the pre-research showed that salary/compensation was the factor most chosen by students (23.2%), followed by the work environment (20.3%), and employer branding factors (17.4%). Company reputation factors (15.9%), job descriptions (14.5%), and job descriptions (14.5%) were chosen by a smaller percentage of respondents. From these results, it can be concluded that the factors that most influence the interest of Nusa Putra University students in applying for jobs are salary/compensation, work environment, and employer branding so that the researcher chose these three factors to be used as research variables.

LinkedIn Global Talent Trends study revealed that 69% of candidates reject job offers from companies with negative employer branding, even though they have no other offers (Hafidz, 2023). Employer branding is not only important for attracting candidates but also for retaining employees. Building a corporate identity with a positive reputation is a must for a company. A strong

employer brand will help companies attract quality candidates, reduce recruitment and marketing costs, and increase productivity compared to before.

Based on the analysis of keyword search trends on Google, terms related to a toxic work environment have seen a significant spike since 2022 (Kognisiteam, 2023). Searches for 'toxic work environment' increased by 700%, HIPAA violations in the workplace increased by 350%, and 'top workplaces' increased by 500%. This shows that an unconducive work environment is not a foreign issue. A work situation filled with anxiety and uncertainty is an indication of an unhealthy or toxic work environment. When faced with such conditions, a person only has two choices, namely to continue to survive or resign from the environment.

There is inconsistency in research results related to the influence of the work environment on students' career interests. The work environment has no significant effect (Nuriyani, 2019), in contrast to findings that state that the work environment has a positive and significant effect on attracting applicants (Permadi & Netra, 2015). This difference indicates a gap in understanding how the work environment affects students' career interests. This study attempts to fill this gap.

There is a significant difference in research findings related to the influence of employer branding on job application intentions. The results of the study concluded that employer branding has no significant effect (Salamah et al., 2023), contrary to the results of studies that found that employer branding has a positive effect on intention to apply (Octavianus Sumardana, 2014) and Erlinda (Erlinda, 2020). This difference indicates a research gap related to how employer branding influences job application intentions which may be influenced by location factors, respondent characteristics, and research context. This study seeks to fill this gap. As prospective fresh graduates, 8th semester Nusa Putra University students certainly expect jobs that match their abilities. This study is expected to provide an understanding of the factors that influence job application intentions for prospective fresh

graduates, especially regarding compensation, work environment, and employer branding. by considering the context behind it and in order to fill the research gap in previous studies, understand the factors that influence job application intentions for prospective fresh graduates, and provide input for students, universities, and companies in facing the transition of generation Z to the world of work

Research Objectives Referring to the formulation of the problems that have been described, this study has a number of objectives to be realized, including: 1. To analyze the effect of compensation on the interest of applying for jobs for Nusa Putra University students; 2. To find out the influence of the work environment on the interest of applying for a job for Nusa Putra University Students; 3. To understand the influence of employer branding on the interest of applying for jobs for Nusa Putra University Students; and 4. To analyze the influence of compensation, work environment, and employer branding simultaneously on the interest in applying for jobs for Nusa Putra University students.

2. LITERATURE REVIEW

2.1 Compensation

Compensation is defined as a reward received by employees in return for work in a company, which is usually in the form of wages or salaries, but can also include bonuses, commissions, or other forms of incentives. This compensation payment is generally given in the form of cash with the aim of meeting the basic living needs of employees. Compensation plays an important role because it will affect a company's ability to attract and retain the best talent. Companies that offer attractive remuneration packages, including good compensation and benefits, will find it easier to get quality prospective employees and increase the satisfaction and retention of existing employees (Ende et al., 2023).

Researchers have various points of view on the definition of compensation,

including: 1. Compensation is all the benefits received by employees, either in the form of cash, goods, or benefits received by employees from the organization in return for the work that has been done (Hasibuan, 2007); 2. Compensation is a reward given by the organization in return for their contribution to the organization. Compensation is a form of implementation of the HR management function related to various forms of individual awards in exchange for carrying out organizational tasks (Rivai, 2004); 3. Compensation as any type of gift or reward given to employees resulting from their work Dessler, 2002). Based on various explanations of the definition of compensation that have been explained, it is concluded that compensation is defined as a reward in the form of financial or non-financial rewards that employees receive from the company as compensation for their services. Compensation aims to meet the needs of employee life and attract, motivate, and retain the best talent. Compensation is an important function of HR management to create a mutually beneficial relationship between the company and employees.

Every company has specific objectives in providing compensation to its employees (Setyo Widodo & Yandi, 2022), which include: 1. Maintaining employees who perform well and have the potential to increase the company's profitability, and reducing employee turnover rates; 2. Attracting competent applicants or workers by offering competitive compensation packages compared to other companies; 3. Ensuring fairness and building harmonious relationships between employees and management, while providing equal rewards for employee contributions to the company through wages, bonuses, incentives, and others fairly; 4. Managing costs by planning a wise compensation program to obtain and retain human resources at a reasonable cost, thereby increasing

employee work motivation; 5. Complying with legal regulations related to compensation in accordance with applicable laws; and 6. Encouraging changes in employee behavior and positive attitudes, such as improving a conducive work environment, loyalty, responsibility, and other productive behaviors, through appreciation given through appropriate and fair compensation from the company. The determination of compensation policy is influenced by six important factors (Ansory & Indrasari, 2018) including government factors, joint negotiations between the Company and employees, employee standards and living costs, wage comparisons, demand and supply and payment capacity. Employee compensation policies must be adjusted to the company's financial capabilities. This means that wage determination must not exceed the company's payment capacity.

2.2 Work Environment

Work Environment

An optimal work environment includes various aspects, ranging from social, psychological, to physical dimensions, all of which have an impact on employee performance in carrying out their duties. Humans are naturally connected to their environment, and the ability to adapt to surrounding conditions is considered very fundamental (Ayunasrah et al., 2022). Various definitions of the work environment according to experts can be described as follows (W. Enny, 2019:56): 1. The work environment is defined as something that exists in work that can influence itself in carrying out all assigned tasks. Examples are cleanliness, music, and others that can have an impact on the work done. Therefore, every company must strive to ensure that the work environment has a positive impact on employees (Nitisemito, 2015: 109); 2. The work environment refers to a condition around where employees do their work, which involves various elements and situations

from the work area. So it can be concluded that the definition of a work environment is the overall conditions and situations around the company that influence the performance, productivity, and even the physical and mental health of employees in carrying out their duties.

Based on the indicators used as a reference for this study, adapted from the theory of expert opinion as stated by Budi W. Soetjipto (2009:87), including: 1. Physical Work Environment Indicators, consisting of: a. Sufficient lighting but not dazzling to build good employee performance; b. Good air circulation to keep the body healthy. Sufficient air circulation in the work room is very necessary if the room is full of employees; c. Noise that interferes with concentration must be minimized; d. Colors that affect human psychology, not only color but also its composition must be considered to create a positive atmosphere; e. Ideal air humidity for comfortable work; and f. Supporting facilities for employees in carrying out work activities. 2. Non-Physical Work Environment Indicators, consisting of: a. Harmonious relationships between individuals in the organization to benefit the company; b. Opportunities to advance for high-achieving employees; and c. Security at work, both internal and external, for the security of employees' personal property which must be well coordinated.

2.3 Employer Branding

Employer branding is defined as the process of building an employer identity aimed at existing and prospective employees with the aim of differentiating the organization from its competitors (Sivertzen et al., 2013). Several factors that can influence a company's employer branding (Armstrong, 2008:143). 1. The work itself The work itself can trigger intrinsic motivation and higher employee engagement. Factors that can create job satisfaction include work that involves challenges and attractions, giving responsibilities that foster a sense of importance and give employees control

over resources, autonomy or freedom to take action, opportunities to use and develop skills, adequate support resources, and prospects for further career development. 2. Work environment A supportive, supportive, and inspiring work environment plays an important role in creating a work experience that increases employee engagement. The environment influences the way employees view and carry out their roles, encourages high-performance behavior, facilitates work processes, provides good equipment and physical conditions, pays attention to work-life balance, does not make excessive demands, ensures work safety, and meets personal growth needs. In addition, an inspiring environment has a clear vision and integrated values that are deeply embedded in the organization. 3. Leadership The positive engagement and discretionary behavior of employees depends largely on how they are led and managed. Managers and team leaders play a critical role in designing jobs, allocating tasks, delegating authority, giving meaning to the work, providing opportunities for growth, and providing feedback on employee contributions. 4. Opportunities for Personal Growth Most people want opportunities to continue learning and growing in their jobs. This is a satisfying and rewarding experience, and it also contributes significantly to intrinsic motivation. The opportunity to grow into one's full potential and reach one's potential is an important motivating factor that has a direct impact on employee engagement when it becomes an intrinsic part of the job itself. 5. Opportunities to Contribute Employee engagement can be enhanced when they have a voice that is heard, so they can channel their ideas and views and feel that they are contributing to the organization.

Employer branding is a crucial factor in increasing the attractiveness of a company as an employer and the intention of prospective workers to apply

for jobs at the company. In this study, the attractiveness of a company's brand as an employer is divided into five dimensions (Sivertzen et al., 2013), namely: interest value, social value, economic value, development value, application value.

2.4 *Interest in applying for a Work*

Interest can be defined as a drive or instinct that arises from within a person to focus and get involved in a particular thing or activity. In other words, a person will consciously and without coercion from other parties, pay attention and be continuously involved in an activity that interests him. This involvement is driven by feelings of pleasure that arise from within himself towards the activity or thing in question. There is no element of external coercion that makes him involved, but purely because of his own interest and pleasure (Suharyat, 2009).

Job application interest is a series of stages in which an individual is interested in finding and applying for a job. This series begins with an effort to find job opportunities, followed by applying for the job of interest, determining the most desired job, and finally making a decision to apply for a particular job (Latansa, 2020). Job application interest begins with an interest or desire in oneself to get a particular job or profession.

Job application interest includes several criteria or indicators as follows, based on Barber (1998) developed by (Sumardana et al., 2014), that: a. The need for work, a person has an interest in a job because they have a need to earn income in order to meet their living needs; b. Job information search, job seekers try to get information related to career opportunities offered by various business entities; c. Determining job choices, job applicants evaluate and select companies that are considered most appropriate and in line with their criteria and preferences; and d. Decision making, job seekers decide which company they will apply to by considering their interests and talents.

3. METHODS

The quantitative correlation method approach is used in this study with the aim of investigating the influence of three independent variables or factors on one dependent variable through data processing in the form of numbers. Quantitative research is related to numerical data and accuracy. This approach is based on the positivist paradigm in research methodology, where studies are carried out through experiments and the collection of numerical data which are then analyzed using statistical methods (Mustori, 2012). Meanwhile, the correlational hypothesis is a statement that states an assumption about the relationship between two or more variables (Munir, 2016).

Time and location of the research was conducted in the Cibolang Kaler Highway Area number 21, Cisaat District, Sukabumi - West Java as the place of this research with research participants, namely Nusa Putra University College Students. The time span for implementing this research is from March - August 2024.

In this study, the target group or population in question is 8th semester students at Nusa Putra University totaling 3,295 students.

A sample is a small part that represents a larger population (Sihotang, 2023:88). In order to accurately represent the target group, the selected sample must meet certain criteria, in this case, namely active semester 8 students at Nusa Putra University semester. In order for the research to reflect the target group, the Slovin formula is used to take samples with a maximum error rate of 10% or 0.10. This method was chosen by considering the limitations of time, energy, and budget. The formula for determining sample size is:

$$n = \frac{N}{1 + Nd^2}$$

Description:

n = number of samples

N = population

d = sampling error tolerance limit (0.10)

The minimum sample required is 97 respondents. Therefore, the researcher distributed 132 questionnaires specifically intended for students of Nusa Putra University College.

The sampling method used is Probability Sampling with its sampling technique, namely Proportionate Stratified Random Sampling (Abdullah et al., 2022:82). This method is applied when the population consists of different members or elements and is stratified proportionally. Respondents complete the researcher's questionnaire by answering the questions provided.

The study conducted includes two different categories of variables, namely independent/dependent variables and bound variables. The definition of the two types of variables according to (Pasaribu et al., 2022) is:

- 1) Dependent variables, defined as variables or factors that are influenced by changes in the independent/free variables, namely (Y) interest in applying for work;
- 2) Independent variables, defined as variables or factors that influence or cause the emergence of dependent or dependent variables, namely (X1) compensation, (X2) work environment, (X3) employer branding.

Data collection techniques use primary and secondary data. Primary data was obtained from primary data obtained through the distribution of questionnaires to students of Nusa Putra University. secondary data obtained from This study utilizes various literature sources as supporting data such as scientific journals, final papers, articles, books, and information from the internet related to the topic being studied.

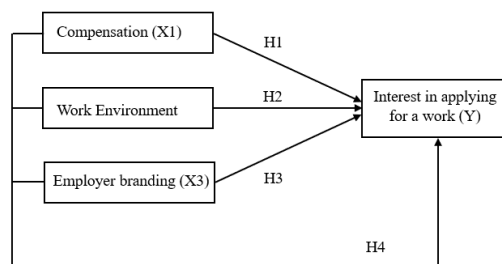
In the research conducted, the technique applied to collect data is a survey that utilizes a questionnaire as an instrument. The questionnaire applies a Likert Scale or Rating Scale intended to determine the opinions, attitudes, and perceptions of individuals or groups regarding a particular phenomenon or object in society (Abdullah et al., 2022:69). In a Likert scale or rating scale, each statement is given a varying score,

usually from 1 to 5. In a positive statement, the choice with the answer "Strongly Agree" is given a score of 5, then the score decreases gradually until the choice "Strongly Disagree" is given a score of 1. However, for negative statements, the scoring pattern will be reversed, where "Strongly Agree" gets a score of 1 and "Strongly Disagree" gets a score of 5. This assessment pattern aims to measure the intensity of respondents' responses to a statement more accurately.

Data analysis techniques using SPSS (Statistical Product and Service Solution) version 26 were implemented for the data analysis process in this study. Data analysis was carried out by applying validity testing, reliability testing, and a series of classical assumption tests including data normality testing, multicollinearity testing, and heteroscedasticity testing. For parametric statistical tests, multiple regression analysis methods were implemented in this study.

Based on the previous explanation, this study will focus on three main variables, namely compensation, work environment, and employer branding, and examine their influence on job application interest. A framework is a conceptual model that illustrates the relationship between theory and various factors that are considered important in a study.

A good conceptual framework will describe the relationship between independent variables and dependent variables. In this context, the conceptual framework describes the relationship between these variables in this study can be explained as follows:



Picture 1. Framework

The hypothesis:

H1: there is an influence of the Compensation variable on the Job Application Interest variable.

H2: there is an influence of the Work Environment variable on the Job Application Interest variable.

H3: there is an influence of the Employer branding variable on the Job Application Interest variable.

4. RESULTS AND DISCUSSION

This survey involved a total of 132 respondents including both men and women. The number of male participants was 57 people or 43% of the total respondents. Meanwhile, there were 75 female respondents representing 57% of the total respondents from ten study programs. This data shows that the proportion of female participants is greater than male participants in this study.

Validity analysis in the study was tested through item correlation values, namely by looking at the total correlation of each question in the questionnaire instrument. The question indicator is considered feasible or valid or if the calculated r value obtained exceeds the r table value and is positive. The validity test shows a calculated r that exceeds the table r of 0.1710 with a statistical significance value of 5% or 0.05. Consequently, each item in the four variables is confirmed valid

Cronbach Alpha (α) statistics in SPSS acts as a measure of reliability. A variable is called reliable if the Cronbach Alpha value is > 0.70 . In other words, if the Cronbach Alpha value of the questionnaire exceeds 0.70, the questionnaire can be considered a reliable measuring instrument, which means it is able to provide consistent and reliable measurement results. The results revealed that the Cronbach Alpha coefficient on all research variables exceeded the threshold of 0.70. The results of the analysis indicated that all variables were declared reliable. Thus, the instrument is suitable to be applied as a measuring tool in the process of collecting research data.

In data normality analysis, the criteria applied to state that the distribution of a data set is normal is if the significance value is above 0.05 or 5%. Statistical analysis using the

Kolmogorov-Smirnov test, produces a two-tailed asymptotic significance value (Asymp.Sig 2-tailed) of 0.200. This value exceeds the threshold of 0.05 which is commonly used as a criterion. Based on these results, it can be concluded that the data distribution has a normal distribution.

In general, if the Tolerance value is ≤ 0.10 or equivalent to the VIF value ≥ 10 , then this indicates that there is a multicollinearity issue in the relevant regression model. It can be concluded that the independent variables in the model are closely related to each other. The results of the multicollinearity test did not find any multicollinearity between the independent variables Compensation (X1), Work Environment (X2), and Employer branding (X3) on job application interest (Y). This finding is reinforced by the tolerance value of each independent variable whose value exceeds 0.10, namely 0.535 for Compensation, 0.378 for Work Environment, and 0.334 for Employer branding. In addition, the VIF (Variance Inflation Factor) value of the measurement results of the three variables shows a number below 10, with details of 1,867 for Compensation, 2,644 for Work Environment, and 2,998 for Employer branding. Thus, there is no multicollinearity problem in the regression analysis conducted.

One of the methods used to identify the presence of heteroscedasticity can be implemented through observation of scatterplot graphs between residual values or residual values (SRESID) and predicted values of dependent/bound variables (ZPRED) with the results that no specific pattern was found, and the distribution of points followed a random pattern in the area above and below the value 0 on the vertical or Y axis, based on the results of the analysis no heteroscedasticity problems were found.

The output of multiple linear regression produces an equation that shows the relationship between the dependent variable and the various independent variables examined in this study. Equation is obtained :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \mu$$

$$Y = 0,597 + 0,078 + 0,098 + 0,542 + \mu$$

Y = Job Application Interest

α = Constant

$\beta_1, \beta_2, \beta_3$ = Regression Coefficient

X1 = Compensation

X2 = Work Environment

X3 = Employer branding

μ = Interfering Variable (error)

With the following interpretations: 1) Constant (α) of 0.597 indicates that if the independent variables (Compensation, Work Environment, and Employer branding) have a value of 0, then the value of the dependent variable is 0.597; 2) Compensation Coefficient (X1) has a positive value of 0.078 indicating that if variable X1 increases, variable Y will also increase. Likewise applies to the opposite condition; 3) Work Environment Coefficient (X2) has a positive value of 0.098 indicating that if variable X2 increases, variable Y will also increase. Likewise applies to the opposite condition; and 4) Employer Branding Coefficient (X3) has a positive value of 0.542 indicating that if variable X3 increases, variable Y will also increase. Likewise applies to the opposite condition.

The results of the t-statistic test conducted on each independent variable analyzed in this study, as follows: 1) Significance value of $0.205 > 0.05$ and t-count value $(1.274) < t \text{ table } (1.97867)$. This finding indicates that the Compensation variable (X1) individually does not have a significant impact on the dependent variable Job Application Interest; 2) Significance value of $0.000 < 0.05$ and t-count value $(3.667) > t \text{ table } (1.97867)$. This finding indicates that the Work Environment variable (X2) individually has a significant impact on the dependent variable Job Application Interest; and 3) Significance value of $0.000 < 0.05$ and t-count value $(9.996) > t \text{ table } (1.97867)$. This finding indicates that the Employer branding variable (X3) individually has a significant impact on the dependent variable Job Application Interest.

The F test produces a significance level of $0.000 < 0.05$, indicating that the independent variables Employer branding, Compensation, and Work Environment simultaneously have a significant influence on the dependent variable Job Application

Interest. The regression model is proven to be suitable for predicting Job Application Interest. This is reinforced by the calculated F value of 183.956 which is greater than the F table of 2.68 on $df_1 = 3$ and $df_2 = 128$, confirming the significance of the regression model in predicting the dependent variable.

The R Square (R^2) value of 0.812 indicates that the independent variables of Employer branding, Compensation, and Work Environment are able to explain 81.2% of the variation that occurs in the dependent variable of Job Application Interest in the regression model. This figure is quite high and close to 1, which means that the three independent variables are able to explain most of the diversity in the dependent variable. Meanwhile, the remaining 18.8% of the variation in Job Application Interest is explained by other factors outside the regression model, which can be other independent variables that also influence but are not considered in this study.

Discussion of the Influence of Compensation on Job Application Interest states that the results of the statistical analysis of the Compensation variable (X_1) show interesting findings. Although compensation has a positive influence, the influence is not statistically significant on Job Application Interest. This is indicated by the significance value of 0.205 which exceeds the threshold of 0.05, and the calculated t value (1.274) which is smaller than the t table (1.97867). This finding indicates that although compensation has a positive relationship with job application interest, the strength of the relationship is not strong enough to be considered significant in the statistical model used. The results of this study suggest an interesting possibility related to potential applicants' perceptions of compensation. It appears that differences in perspectives among job seekers regarding compensation are a key factor that causes this variable to not have a significant effect. Each person has their own expectations and assessments of the compensation package offered by the company. For example, a fresh graduate may consider an entry-level salary to be attractive enough, while an experienced professional

may expect greater benefits and bonuses. As a result, their reactions to compensation factors in deciding to apply for a job vary. Some may be highly motivated by high compensation, while others may prioritize other factors such as career development opportunities or work-life balance. This diversity of perceptions and priorities may explain why the effect of compensation on job application intentions did not appear statistically significant in this study. Therefore, although its effect was not statistically significant in this study, compensation is still an aspect that needs to be considered in employee recruitment and retention strategies. This study found results that were in line with previous research, indicating that compensation factors did not have a positive or significant impact on individuals' desire to apply for jobs in the Bekasi Regency area (Handi & Safitri, 2023). This indicates that financial rewards are not the main aspect considered by job seekers in the area when choosing a job. Interestingly, this conclusion differs from the findings of other research conducted among students at Atma Jaya University Yogyakarta. The study actually indicated a positive and significant impact on the level of compensation on the interest in applying for jobs (Sinaga & Pramudita, 2023). According to the study, the greater the compensation offered, the higher the tendency of students to be interested in applying to the company concerned.

The Influence of the Work Environment on Job Application Interest reveals that the work environment has a positive and significant influence on job application interest. Strong evidence for this conclusion is shown by the significance value of 0.000, which is much smaller than the threshold of 0.05, as well as the calculated t value (3.667) which substantially exceeds the t table (1.97867). This finding confirms the important role of the work environment in the decision-making process of prospective applicants. Job seekers appear to place a high priority on aspects of the work environment when considering applying for a position. They tend to be more interested in companies that offer a conducive, comfortable, and productive work environment. This shows

that prospective applicants not only consider factors such as salary or benefits, but also pay close attention to the quality of the environment where they will spend most of their time. For companies, this finding emphasizes the importance of creating and promoting a positive work environment as a key strategy in attracting quality talent. Investing in creating a comfortable workspace, a supportive work culture, and an atmosphere that encourages creativity and productivity can be a major attraction for potential applicants. The results of this study support previous research which revealed a positive and significant correlation between work environment conditions and Generation Z's interest in applying for jobs in the North Cikarang area (Munawaroh & Muhamad Ekhsan, 2021). The better the quality of the work environment provided by a company, the greater the enthusiasm of prospective applicants to join the company. Similar findings were also seen in other studies that focused on interest in becoming government accountants. The study confirmed that the work environment has a real influence on an individual's desire to pursue a career as an accountant in the government sector (Choirunisa & Taman, 2015). In other words, improving the quality of the work environment is directly proportional to an increase in a person's interest in exploring the government accountant profession.

The influence of Employer branding on Job Application Interest produces statistical analysis related to the Employer Branding variable (X3) showing very significant and interesting findings. This variable is proven to have a positive and significant influence on Job Application Interest, even becoming the factor with the greatest influence compared to compensation and work environment. This is evidenced by a very strong significance value of 0.000, far below the threshold of 0.05, and the calculated t value (9.996) which substantially exceeds the t table (1.97756). This finding confirms the crucial role of employer branding in attracting the interest of prospective applicants. The company's image as an employer turns out to have a very strong appeal to job seekers. This

shows that prospective applicants not only consider tangible aspects such as compensation or the physical condition of the work environment, but also pay close attention to the company's reputation and image in the labor market. A strong and positive employer brand can create a favorable perception of a company as an ideal place to work. This can include aspects such as company culture, organizational values, career development opportunities, innovation, and the company's social impact. When a company successfully builds a solid employer brand, it can act as a powerful magnet to attract the best talent. Companies need to pay special attention to developing and managing their employer brand. This can involve a variety of efforts, from effective communication about company values and culture, to programs that increase employee satisfaction and engagement. In addition, companies also need to ensure that the image they project is in line with the real experiences of employees, in order to build and maintain an authentic and positive reputation. By being the most influential factor, employer branding shows its potential as a strategic tool in attracting potential applicants. This emphasizes the importance of long-term investment in building and maintaining a positive corporate image, not only for the purpose of marketing products or services, but also to attract and retain the best talent in an increasingly competitive labor market. This study produces findings that are consistent with previous studies, which show a link between employer branding and the tendency of students at the Faculty of Economics and Business, Telkom University to apply for jobs (Evrina & Wulansari, 2022). The quality of employer branding built by a company is directly proportional to the level of student interest in applying to the company. Similar results were also found in research that focused on Generation Z. The study confirmed the influence of employer branding on this generation's interest in finding work (Geofanny, 2023). Consequently, business entities that succeed in building strong employer branding have

greater potential to attract Generation Z to apply to their companies.

The Influence of Compensation, Work Environment, and Employer Branding on Job Application Interest produces statistical analysis showing very interesting and important findings. This analysis reveals that the three independent variables of Compensation, Work Environment, and Employer Branding simultaneously have a significant influence on the dependent variable of Job Application Interest. Strong evidence for this conclusion is shown by the significance value of 0.000, which is much smaller than the threshold of 0.05, as well as the calculated F value (183.956) which substantially exceeds the F table (2.68). These results emphasize the importance of a holistic approach to attracting job applicants. Compensation, Work Environment, and Employer Branding are not only important individually, but also interact and synergize to create a strong attraction for job seekers. The better these three aspects are managed and presented by an organization, the greater the possibility of attracting quality applicants. Organizations need to pay attention to and develop these three aspects simultaneously in their recruitment strategy. For example, building a strong employer branding is not enough if it is not supported by a competitive compensation package and a conducive work environment. Conversely, high compensation may not be effective in attracting talent if it is not balanced with a positive company image and a supportive work environment. The findings also highlight the complexity in the decision-making process of potential applicants. Job seekers do not consider just one aspect, but evaluate a combination of factors before deciding to apply for a job. Therefore, organizations need to adopt a comprehensive recruitment strategy, combining elements of strong employer branding, attractive compensation packages, and a supportive work environment. In the context of increasingly fierce competition for talent, understanding the interaction of these three factors can be a competitive advantage for organizations in attracting and retaining

the best talent. The results of this study are in line with the findings of previous studies which state that Compensation and Work Environment proposed by the organization have been proven to have a positive and significant influence on the interest in applying for jobs (Permadi & Netra, 2015). Organizations are required to provide work rewards that meet the expectations of job seekers so that their life demands are met. In addition, companies are also required to provide an optimal work atmosphere that is indeed ideal in line with the expectations of potential applicants so that they are interested in registering as prospective employees. Furthermore, other studies show that the Employer branding variable has a positive and significant influence on the intention to apply for jobs in BUMN companies (Purborini & Basid, 2022).

5. CONCLUSION

After a number of analyses and tests on the data collected, here is a summary of the main findings of this study: 1. Compensation (X1) does not have a significant impact on a person's motivation in applying for a job, based on a significance level of $0.205 > 0.05$ and a calculated t of $1.274 < t$ table of 1.97867. However, this variable shows a positive contribution of 7.8%; 2. The work environment (X2) is proven to have a significant and positive influence on the interest in applying for a job. This finding is supported by a significance level of 0.000 (< 0.05) and a calculated t of $3.667 > t$ table 1.97867, with a positive contribution of 9.8%; 3. Employer branding (X3) demonstrates a significant and positive influence on job application interest, as evidenced by a significance level of $0.000 < 0.05$ and a calculated t of $9.996 > t$ table of 1.97867. This variable provides a positive contribution of 54.2%; 4. The regression model used is able to explain 81.2% of the variation in job application interest. Meanwhile, the remaining 18.8% is influenced by variables not included in the regression model.

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