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A Literature Review Of The Effect Of Employer Branding Towards Intention To Apply

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Abstract

This literature review explores the impact of employer branding on the intention to apply among prospective job seekers. By analyzing ten recent studies conducted across various geographical and organizational contexts, the review consistently demonstrates that employer branding has a significant and positive influence on individuals' intentions to apply for jobs. Employer branding, which involves creating a favorable image and reputation for a company, is shown to be a crucial factor in attracting potential employees. The findings highlight the importance for companies to invest in and prioritize employer branding as part of their recruitment strategies. By effectively communicating their values, culture, and reputation, companies can enhance their appeal to potential candidates, thereby increasing their intention to apply and strengthening their talent acquisition efforts. This review provides valuable insights for organizations aiming to optimize their recruitment processes through strategic employer branding.

Keywords: Employer Branding, Intention to Apply

INTRODUCTION

Indonesia currently has tremendous potential in the context of the digital economy. This is evidenced by the penetration of the digital economy in the Southeast Asia region, where Indonesia's digital economy has recorded the fastest growth over the past five

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years (Anam, 2023). Currently, Indonesia's digital economy has the highest position in Southeast Asia due to the improvement of Indonesia's digital infrastructure and the high level of information and communication technology developed by various business sectors (Cuaca, 2023). In a research conducted by DBS Bank in 2023 regarding digital transformation, the results showed that companies in Indonesia have the largest proportion of digital transformation (Arasyki, 2023). With a large digital transformation, it has the potential to encourage and accelerate the development of the digital economy in Indonesia (Widianti & Murti, 2022). Santoso et al (2021) stated that technological development is something that cannot be avoided, technology will continue to develop and transform massively and internet users will benefit from its use.

The Indonesian government has implemented various programs to be able to increase the interest in applying for jobs for prospective employees in the digital economy quite well. However, companies must also have good strategies and competencies in implementing and improving Employer Branding to increase the intention of applying for jobs. Putri et al (2022) stated that one of the most important elements in an organization is human resources. Because human resources in a company are the key and the main factor that plays a very important role in moving a company in managing existing capital and available assets. Therefore, companies in Indonesia must pay attention to how their Employer Branding builds a company image, introduces corporate culture and values that can attract and increase job application intentions for prospective employees.

Intention to Apply is a process that occurs where someone has an interest in finding a job by starting with the process of searching for information related to job vacancies (Ekhsan & Fitri, 2021). To be able to generate an Intention to Apply in prospective employees, companies must disseminate detailed information about their recruitment to job seekers, this of course can encourage them to get the intention to apply for work at the company (Evrina & Wulansari, 2023). Obtaining prospective job applicants who have high potential will be easier if these candidates already have the intention of applying for a job or someone who is looking for a job has a greater chance of success if they have shown intention or interest in applying to a company (Annisa et al., 2022). To be able to create this interest, companies must consider factors related to Employer Branding. Employer Branding relates to the strategies implemented by an organization to utilize its internal advantages to attract potential employees (Soeling et al., 2022).

Employer Branding is a key element for agencies in recruiting potential employees, this opinion is in line with research (Lever, 2022) which explains that 42% of young people who are potential job applicants determine to have a job and seek experience in agencies

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that have values that are in line with them rather than with agencies that offer high salaries. Consequently, with the company implementing a solid and clear corporate branding, it will provide advantages for the company in recruiting individual job applicants who wish to experience concrete changes in their respective fields of work. Furthermore, agencies that imply a commitment to spreading values and goals that are in line with the values of prospective employees will automatically increase the attractiveness of the company itself.

Improving the company's image can attract individuals, make them stay, and ultimately create employee commitment and loyalty to the organization (Evrina & Wulansari, 2023). This statement is further strengthened by research conducted previously, according to Silva & Dias (2022) Employer Branding of the company is a factor that has a positive effect on job application intentions, because job seekers often consider many companies during their job search. When prospective workers intend to apply for a job, they are able to take advantage of the Employer Branding in order to be able to project how the work situation is in different agencies, therefore they can get a lot of information about the companies of their choice. The statement regarding Employer Branding is reinforced by the findings of research conducted by previous researchers Erlinda and Safitri (2020) which state that Employer Branding has a significant positive effect on job application intentions.

THEORETICAL BASIS

Employer Branding refers to the overall set of benefits provided by an organization to its employees, which aims to form a unique identity in the eyes of employees and potential job applicants. The concept seeks to encourage employee retention by creating an attractive work environment, motivating them to choose to remain within the company. Along with that, Employer Branding also serves as a tool to attract potential job seekers, creating a strong appeal so that they feel motivated to join and contribute to the company environment (Santiago, 2019).

In addition, according to Ambler and Borrow (1996) in (Silva & Dias, 2022) suggest that Employer Branding is a process that aims to promote the organization as an attractive work environment, with a focus on attracting, retaining, and engaging the best employees. This process applies an emphasis on the unique elements of the organization's culture and values, and the implementation of strategies and initiatives that are in line with strategically arranged goals. These elements include Interest Value, Social Value, Economic Value, Development Value and Application Value. Employer branding helps

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differentiate an organization from its competitors and creates a positive reputation as a desirable place to work, which in turn attracts the best candidates and retains top talent. The view of Employer Branding is as a set of functional, economic, and psychological benefits derived from work and recognized by the organization, as stated by Ambler and Borrow (1996) in (Junça Silva & Dias, 2022).

Based on the aforementioned experts' perspectives on Employer Branding, the author is able to conclude that Employer Branding is not just about creating a good image of the company as an attractive working space, but involves efforts to form a unique identity in the eyes of employees and potential applicants. The importance of highlighting work values and norms, along with employee benefits, shows that the success of Employer Branding is highly dependent on the company's ability to convey its appeal and added value to internal and external stakeholders.

Smith et al (2001) in research (Widianti & Murti, 2022) Job application intentions reflect a person's proactive efforts in seeking information, developing relationships, and seeking to obtain job opportunities in a company. This intention arises from the extent of a person's drive or desire to become part of a company, and can be measured through a number of stages, such as submitting a job application, following the selection process, to accepting a job offer. Therefore, it can be interpreted that the success of a person being accepted into a company can be understood from the extent to which the intention to apply for a job is successfully passed, in line with the explanation proposed by (Purborini & Ananda Basid, 2022).

According to Highhouse et al (2003) in Soeling et al (2022) states that Intention to Apply or intention to apply for a job reflects the deep thoughts of a job seeker regarding a particular company or organization. This shows a strong signal or tendency to take further action, namely sending an application to that specific company. Furthermore, there is an opinion according to Barber, 1998 in Ekhsan & Fitri (2021) Intention to Apply or interest in applying for a job is a process where a person is attracted to get a job which starts with an effort to find information about job vacancies, and based on this information prospective employees then decide to work at the desired company.

Highhouse (2003) in Silva & Dias (2022) states that there are elements dimensions that are able to measure intention to apply, namely Intentions towards the company. This element contains indicator such as Acceptance of Job Vacancy, Prioritize Company, Willingness to attend job interview, High working rate and Recommending Company to others.

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Based on the results of the exposure to the theory and dimensions according to the experts above, it can be concluded that the intention to apply for a job has dimensions that are able to allow the author to measure and assess the willingness of an individual to work in a company by utilizing the Intentions towards the company dimension, where in this theory there are dimensions that have important aspects in influencing the intention to apply for an individual's job, so that this dimension can provide a comprehensive picture of its influence on an individual's intention to apply for a job and be able to maximize a more effective recruitment strategy in understanding the preferences of prospective job applicants in determining their workplace.

RESEARCH METHOD

This research method is literature review. Literature review is a description about theories, findings, and other research materials obtained from reference materials to serve as a basis for research activities to develop a framework of thought. to serve as the basis for research activities to formulate a clear of the problem formulation to be researched. The author summarizes, makes analysis, and synthesize critically and deeply from the previous literature. previous literature. A good literature review is one that evaluates the quality and new findings from a scientific paper.

The researcher made an analysis of some literature and then summarized the results obtained. The analysis includes 7 components such as research name, research title, research year, research place, research objectives, research methods, and research results. After being analyzed, peeled in depth, the researchers will get summary results that can be written into the next chapter.

The 10 journal literature used is the latest journal for a maximum of the last 5 years. Analysis includes employer branding, employer attractiveness and intention to apply. Intention to apply knowledge is grouped according to the characteristics of each journal. Because this research is a literature review, the population and sample do not exist. Instead, we analyzed journals with these 7 components.

DISCUSSION

This study is a literature review, with the aim of finding out whether employer branding has an influence on intention to apply on prospective workers. The results of the literature review in this study are presented in tabular form as follows:

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Research writer;Research title;Research year	Research Place	Research objectives	Research methods	Research results
Ana Junca Silva & Herminia Dias;The relationship between Employer Branding, corporate reputation and intention to apply to a job offer;2022	Portugal, Europe	To analyze the mediating role of corporate reputation in the relationship of employer branding towards intetion to apply	Quantitative using linear regression	Employer branding positively influence intention to apply
Putri Wanda Evrina & Puspita Wulansari; The effect of employer branding and organizational reputation on intention to apply to Generation Z (Case study on Students of the faculty of Business Economics, Telkom University;2023	Bandung, Indonesia	To determine the effect of employer branding and organizational reputation on Intention to Apply to Students of the Faculty of Business Economics, Telkom University.	Quantitative methods using path analysis	Employer branding significant positive affect intention to apply
Fenti Erlinda; The influence of employer branding, company reputation, and website recruitment on the interest in applying for jobs of Malang City public university students at PT Bank Syariah Mandiri;2020	Malang, Indonesia	Determine the effect of employer branding, company reputation, and website recruitment on the interest in applying for jobs of Malang City State University students at PT Bank Syariah Mandiri.	Quantitative methods using SEM-Partial Least Square 3.2.9	Employer branding and company reputation have positive and significant influence on intention to apply, while recruitment websites have a negative and significant influence on intention to apply
Putri Sekar Purborini, Rezqi Ananda Basid; The Effect of Employer Branding on	Jakarta, Indonesia	This study aims to determine the effect of Employer Branding on the	Quantitative methods using multiple linear regression	Employer branding significant

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Research writer;Research title;Research year	Research Place	Research objectives	Research methods	Research results
Job Application Intention in State-Owned Companies with Company Reputation as a Mediator (Study In Pertamina University Final Year Students);2022		intention to apply for a job in a BUMN Company.		positive affect intention to apply
Sophia Reni Susilo; Effect Of Employer Branding And Prestige On Intention To Apply In the Top 5 E-commerce in Indonesia	Jakarta, Indonesia	The purpose of this study was to determine the effect of the employer's brand strategy on the Intention to Apply for jobs in the top five e-commerce in Indonesia.	Quantitative methods using Smart PLS 3.0	Overall, Employer branding and prestige positively affect intentions to apply
Elvina Saron & Rangga Almahendra;The influence of Employer Branding, Social media and company reputation towards Intention to apply for Generation Z;2022	Yogyakarta, Indonesia	Aims to find out whether factors such as employer branding programs, the use of social media, and company reputation can attract Generation Z to a company.	Quantitative methods with SEM as a tools for data analysis	The result is Employer Branding, has a positive and direct influence on Intention to apply.
Ravika Geofanny & Faraz Faraz; Employer Branding and E-recruitment Against Interest in Applying for Generation Z Jobs;2023	Depok, Indonesia	This study aims to determine how employer branding and e-recruitment influence the intention to apply for a job of Z Generation.	Quantitative methods with 203 gen Z as a samples	The result is Employer Branding, has a positive influence on Intention to apply.

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Research writer;Research title;Research year	Research Place	Research objectives	Research methods	Research results
Nadya Najla Feranda ,Herwan Abdul Muhyi & Pratami Wulan Tresna; The Influence of Employer Branding on Intention to Apply at PT X in Tangerang Selatan: Study on @Rekrutmensks Instagram Account Followers;2024	Tangerang, Indonesia	This research aims to analyze the influence of employer branding on intention to apply at PT X. This influence is measured through employee and prospective employee perceptions of the company's image as an attractive place to work.	The research method used was a survey with a questionnaire as a data collection instrument	The research results show that employer branding has a positive effect on intention to apply, where positive company's image increase prospective employees' interest in applying for jobs.
Awal Nurfaizi & Abdi Dzil Ikhram;The influence of Employer Branding Activity and Perceived Job Attributes towards Intention to apply;2024	Malang, Indonesia	This research aims to explain the influence of employer branding activities, consisting of three dimensions (publicity, word of mouth, advertising), and perceived job attributes, consisting of five dimensions (working atmosphere, career opportunities, work-life comfort, task attractiveness, and payment attractiveness) on the intention to apply for a job at PT Nestlé Indonesia	Using explanatory research with quantitative approach	Indicate that Employer Branding significantly influence the Intention to Apply.

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Research writer;Research title;Research year	Research Place	Research objectives	Research methods	Research results
Fenti Erlinda & Rini Safitri;The relationship between employer branding, corporate reputation and recruitment web on intention to apply;2020	Malang, Indonesia	The purpose of this study was to determine the effect of employer branding, company reputation, and recruitment website on job application interest.	The sampling method used simple random sampling method. Data collection in this study was carried out through observation, interviews, and questionnaires.	The results showed that employer branding and company reputation have a positive and significant influence on job application interest, while recruitment websites have a negative and significant influence on job application interest.

The results of the literature review found that the factors that can influencing intention to apply is employer branding. Employer branding, which is a benchmark for companies in creating a good image for prospective job applicants, has proven to be one of the most important factors for companies in increasing the intention to apply.

Researchers found 10 supporting journals to strengthen this literature review, from the 10 journals found, they were analyzed according to their characteristics and components. Despite the difference between several research methods, at the end it was found that all 10 journals proved a positive, significant and direct influence that given by employer branding towards intention to apply.

CONCLUSION

Literature review conducted in this study clearly indicates that employer branding plays a vital role in influencing prospective employees' intention to apply for jobs. An analysis of ten different studies across various contexts and regions consistently shows that employer branding has a positive, significant, and direct impact on individuals' intentions to apply. As a strategic approach, employer branding enables companies to

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build a strong image and reputation, which has been identified as one of the most important factors in attracting potential job applicants. The findings across various research methods, including quantitative approaches, linear regression, and path analysis, consistently reveal that a well-crafted employer branding strategy significantly enhances a company's appeal as a preferred employer. This finding highlights the necessity for companies to prioritize and invest in employer branding within their recruitment strategies. By effectively conveying their organizational values, culture, and reputation, companies can substantially improve their attractiveness to potential candidates, thereby increasing their intention to apply and strengthening their overall talent acquisition efforts.

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