

ABSTRAK

Penelitian ini bertujuan untuk mengetahui gambaran serta menganalisis pengaruh *Employer Branding* dan Persepsi Pengembangan Karier terhadap Minat Melamar Kerja Mahasiswa Generasi Z pada Universitas Islam Swasta di Kota Bandung, baik secara parsial maupun simultan. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Data diperoleh melalui penyebaran kuesioner kepada 100 responden yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan dengan uji instrumen, uji asumsi klasik, analisis regresi linear berganda, uji hipotesis (uji t dan uji F) serta koefisien determinasi menggunakan IBM SPSS versi 25. Hasil penelitian menunjukkan bahwa *Employer Branding* berpengaruh positif dan signifikan terhadap Minat Melamar Kerja dengan nilai signifikansi 0,002. Persepsi Pengembangan Karier juga berpengaruh positif dan signifikan terhadap Minat Melamar Kerja dengan nilai signifikansi 0,000. Secara simultan, kedua variabel berpengaruh positif dan signifikan terhadap Minat Melamar Kerja dengan nilai signifikansi 0,000. Nilai koefisien determinasi (R^2) sebesar 0,476 menunjukkan bahwa *Employer Branding* dan Persepsi Pengembangan Karier mampu menjelaskan 47,6% variasi Minat Melamar Kerja, sedangkan 52,4% dipengaruhi oleh faktor lain di luar model penelitian.

Kata Kunci: *Employer Branding*, Persepsi Pengembangan Karier, Minat Melamar Kerja, Generasi Z.

ABSTRACT

This study aims to describe and analyze the influence of Employer Branding and Perceived Career Development on the Job Application Interest of Generation Z students at Private Islamic Universities in Bandung, both partially and simultaneously. This study employed a quantitative method with descriptive and verificative approaches. Data were collected through questionnaires distributed to 100 respondents selected using purposive sampling. The data were analyzed using instrument testing, classical assumption tests, multiple linear regression, hypothesis testing (t-test and F-test), and coefficient of determination analysis using IBM SPSS version 25. The results indicate that Employer Branding has a positive and significant effect on Job Application Interest Sig. = 0.002. Perceived Career Development also has a positive and significant effect on Job Application Interest (Sig. = 0.000). Simultaneously, both variables have a positive and significant effect on Job Application Interest Sig. = 0.000. The coefficient of determination (R^2) of 0.476 indicates that Employer Branding and Perceived Career Development explain 47.6% of the variance in Job Application Interest, while the remaining 52.4% is explained by other factors outside the research model.

Keywords: *Employer Branding, Perceived Career Development, Job Application Interest, Generation Z.*