

The Influence of Employer Branding towards the Intention to Apply for a Job: Case Study of an E-commerce Startup Company In Indonesia (Tokopedia)

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Abstract

One of the drivers to enhance a company's competitiveness in the market is to develop branding for its employment situation to shape the company's image. Nowadays, start-up companies are making efforts to attract talent by utilizing social media platforms like Instagram. Tokopedia, one of the largest start-up e-commerce companies in Indonesia, has an interesting platform called InsideTokopedia, which showcases its employees' culture and provides a sneak peek while also updating job vacancies. However, the company might not be aware of whether the existence of the social media account @insidetokopedia has a positive relationship with users, encouraging them to apply for jobs at Tokopedia, or the opposite. Hence, the purpose of this research is to examine the effect of employer branding on the intention to apply for a job at Tokopedia. The research was conducted by distributing online questionnaires as the primary data collection method to respondents who met the requirements as samples. The sampling technique used was non-probability sampling, with a total of 100 respondents who use Instagram and have followed @insidetokopedia. The analytical method used is a linear regression analysis model, with data processed using IBM SPSS Statistics 25 software, along with descriptive analysis. The results indicate a significant influence of Tokopedia's employer branding in attracting potential applicants and a positive relationship with the intention to apply for jobs within the company.

Keywords: Employer Branding, InsideTokopedia, Intention to Apply for a Job.