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The Influence of Employer Branding on Millennials' Interest in Applying for Jobs in Private Companies

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Abstract: This study aims to analyze the influence of employer branding on the interest of millennial generation in applying for jobs in private companies. In an increasingly competitive job market, companies need to create a positive image to attract the interest of millennials, who tend to prefer companies with a good reputation and values aligned with their personal aspirations. This study uses a quantitative approach with a cross-sectional survey design. A questionnaire was distributed online to 100 respondents in Medan, measuring two variables: employer branding (independent variable) and the interest to apply for jobs (dependent variable). The results show that employer branding has a significant influence on millennials' interest, with a regression coefficient of 0.725 and a p-value of 0.000, indicating that factors such as company reputation, holistic well-being, self-development opportunities, and work-life balance significantly affect millennials' decisions to apply for jobs. This study also finds that social media plays an important role in introducing a company's image and enhancing its attractiveness in the eyes of millennials. Therefore, companies that can communicate positive values and make good use of social media will be more successful in attracting millennial talent.

Keywords: Employer Branding, Interest to Apply for Jobs, Millennial Generation, Private Companies, Social Media.

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INTRODUCTION

Employer branding has become a crucial factor in attracting millennials to jobs, particularly in private companies. In an increasingly competitive workforce, companies need to create a positive image that attracts qualified candidates, particularly millennials. This is because millennials have high expectations of their work environment and the companies they work for. They are more likely to choose companies that not only offer competitive salaries but also have a good reputation and values that align with their personal aspirations. In this context, strong employer branding can play a crucial role in increasing a company's attractiveness to millennials seeking opportunities for growth, a healthy work-life balance, and an inclusive and supportive environment (Dalvi, D., 2021).

Factors contributing to effective employer branding include company reputation, personal development opportunities, and the holistic well-being offered. Several studies have shown that millennials place significant importance on aspects such as work-life balance and an inclusive and supportive company culture when deciding whether to apply for a job (Kusdiyanto & Ishbah, 2024; Jaswal & Bhattacharya, 2021). Furthermore, social values and corporate social responsibility are also key considerations for millennials when choosing a workplace (Verma et al., 2024). Therefore, companies that clearly communicate these values through effective employer branding strategies will more easily attract millennials, who prefer jobs that focus not only on financial aspects but also on social and environmental contributions (Vanessa, V., & Hidayat, W., 2024).

Social media plays a crucial role in the dissemination of information related to employer branding. Millennials rely heavily on social media to find information about companies, making digital platforms a primary channel for building and disseminating corporate image (Kucherov & Zhiltsova, 2020). Company activities on social media, such as

sharing stories about company culture, employee testimonials, and social programs, can strengthen the relationship between employer branding and millennials' interest in applying for jobs. This suggests that companies should leverage social media effectively to promote their values and enhance their reputation among potential employees.

A company's reputation also serves as a mediator, strengthening the relationship between employer branding and millennials' interest in applying for jobs. Effective employer branding not only enhances a company's positive image but also strengthens millennials' perceptions of the company as an ideal place to work (Suwarsi, S., et al., 2024). Research shows that companies with a good reputation, which demonstrate concern for social and environmental issues, tend to be more attractive to millennials. Therefore, companies that effectively communicate their reputation and social responsibility will have an advantage in attracting the best talent from this generation (Kusdiyanto & Ishbah, 2024; Silva & Dias, 2022).

Furthermore, millennials seek values that align with their personal aspirations, not only in terms of salary and benefits but also in terms of opportunities for personal and professional growth. Employer branding that emphasizes self-development, training, and career opportunities is a crucial factor in attracting this generation. A study by Wijaya et al. (2023) found that millennials are highly attracted to companies that offer opportunities to learn and develop their skills. Therefore, companies that provide a work environment that supports career development and provides learning opportunities will more easily attract prospective millennial employees (Wahab, A., & A., 2025).

Holistic well-being and work-life balance are highly valued by millennials when choosing a job. Numerous studies have shown that this generation prefers companies that offer flexible working hours, the opportunity to work from home, and support for mental and physical

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health (Kusdiyanto & Ishbah, 2024; Auditya & Hendarman, 2020). For millennials, jobs that offer a balance between work and personal life are valued, so companies that integrate this aspect into their employer branding will be more attractive to prospective millennial employees (Yuspita, A., et al., 2024; Gailani, A., et al., 2022).

In an era of increasingly advanced globalization, private companies seeking to attract millennials must build and maintain a strong employer brand. This involves not only offering competitive salaries but also encompassing aspects such as a company culture that supports diversity, career development opportunities, and a healthy work-life balance (Silva, A., & Dias, H., 2022). Therefore, employer branding is a key element in attracting millennials to apply for jobs in private companies. This study aims to analyze how employer branding can influence millennials' interest in applying for jobs, as well as the factors that shape their perceptions of the companies they are interested in (Khan, R., 2024; Manalu, D., et al., 2025).

The purpose of this study is to analyze the influence of employer branding on millennials' interest in applying for jobs in private companies. This study also aims to identify the key factors that shape employer branding that appeals to millennials, such as holistic well-being, self-development opportunities, a positive work environment, and the company's reputation and social responsibility. Furthermore, this study will explore the role of social media in strengthening the relationship between employer branding and millennials' interest in applying for jobs, as well as how companies can leverage these elements to attract millennials in an increasingly competitive labor market.

METHOD

This study uses a quantitative approach with a descriptive correlational research design in accordance with Sugiyono's (2019) opinion, which states that quantitative research is a

research method based on the philosophy of positivism to examine a specific population or sample. The method used is a cross-sectional survey to analyze the influence of employer branding on the interest of the millennial generation in applying for jobs in private companies. The data collection technique uses a questionnaire with a Likert scale of 1-5 distributed online through the Google Forms platform, referring to the opinion of Sekaran & Bougie (2016) that the Likert scale is the most widely used scale in survey research. The research instrument consists of two main variables, namely employer branding (independent variable) and interest in applying for jobs (dependent variable). The collected data will be analyzed using simple linear regression analysis with the help of SPSS software to test the research hypothesis as recommended by Ghazali (2018).

The population in this study is the millennial generation (born 1981-1996) who live in Medan City and have experience or interest in working in private companies. The sampling technique used was purposive sampling with the criteria of respondents aged 27-42 years, at least high school education/equivalent, and have internet access to complete the online questionnaire. According to Arikunto (2019), purposive sampling is a sampling technique carried out by selecting subjects not based on strata, random, or region but based on a specific purpose. The number of samples used was 100 respondents based on the Slovin formula with a 95% confidence level and a 10% margin of error, in line with the opinion of Hair et al. (2019) who stated that the minimum sample size for regression analysis is 100 respondents. Sample selection will consider gender balance, education level, and employment status to ensure data representativeness.

This research was conducted in Medan, North Sumatra, focusing on several leading private companies as the objects of employer branding study. The companies that were the focus of the research were PT Bank Sumut, PT Telkom Indonesia Regional North Sumatra, PT Indofood Sukses Makmur (Medan branch), PT Astra International (Toyota and Honda dealer in

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Medan), and PT Sinar Mas Group (Medan branch). The selection of these companies was based on their reputation as employers of choice in the Medan area and their quite active employer branding activities on social media and online recruitment platforms. Data collection was conducted over a 3-month period using an online survey approach to reach respondents spread across various areas of Medan. According to Creswell (2014), the selection of research locations must consider accessibility, data availability, and relevance to the research objectives.

RESULTS AND DISCUSSION

Result

This study aims to analyze the influence of employer branding on millennials' interest in applying for jobs in private companies. The study used a quantitative approach through an online survey distributed to 100 respondents in Medan City. The results of this study included several stages, including validity testing, reliability testing, and simple linear regression analysis to test the proposed hypotheses.

1. Validity Test

Validity testing is conducted to ensure that the research instrument (questionnaire) accurately measures the intended variables. Validity is measured using the Pearson correlation coefficient between each item's score and the total score. If the correlation coefficient is greater than 0.3, the item is considered valid.

Table 2: Validity Test Results

No	Item	Pearson Correlation Coefficient	Information
	Employer		
1	Branding (Item 1)	0.752	Valid
	Employer		
2	Branding (Item 2)	0.803	Valid
	Employer		
3	Branding (Item 3)	0.688	Valid
	Interest in		
4	Applying for a Job (Item 1)	0.711	Valid
	Interest in		
5	Applying for a Job (Item 2)	0.771	Valid
	Interest in		
6	Applying for a Job (Item 3)	0.730	Valid

Source: Research Data (2025)

From the table above, it can be seen that all items in the questionnaire have a Pearson correlation coefficient value greater than 0.3, which indicates that all items in the research instrument are valid.

2. Reliability Test

Reliability testing was conducted to verify the consistency of the research instrument. This study used the Cronbach's Alpha coefficient to measure reliability, with an acceptable value above 0.7. If the reliability test result is greater than 0.7, the instrument is considered reliable.

Table 3: Reliability Test Results

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Variables	Cronbach's Alpha
Employer Branding	0.853
Interest in Applying for a Job	0.862

Source: Research Data (2025)

The results of the reliability test above show that the Cronbach's Alpha value for both variables, namely employer branding and interest in applying for a job, is greater than 0.7, which indicates that this research instrument is reliable and can be relied upon for measurement.

3. Simple Linear Regression Test

After validity and reliability tests were conducted, the next step was a simple linear regression analysis to examine the effect of the independent variable (employer branding) on the dependent variable (job application intention). The results of the regression analysis showed that employer branding significantly influences millennials' interest in applying for jobs in private companies.

Table 4: SPSS Simple Linear Regression Test Results

Independent Variables	Regression Coefficient	t Count	Sig. (p-value)
Employer Branding	0.725	8,156	0.000

Source: Research Data (2025)

The table above shows that the regression coefficient for employer branding is 0.725, meaning that every one-unit increase in the employer branding factor will increase millennials' interest in applying for

jobs by 0.725 units. The calculated t-value of 8.156 is greater than the t-table value (± 1.96), indicating that the influence of employer branding on millennials' interest in applying for jobs is very significant. The p-value of 0.000 indicates that this result is highly significant at the 5% significance level. In addition, the R-Square value of 0.510 indicates that 51% of the variation in interest in applying for jobs can be explained by the employer branding variable..

Discussion

The results of this study indicate that employer branding has a significant influence on millennials' interest in applying for jobs in private companies. Regression tests indicate that employer branding can increase millennial interest by 0.725 units for every one-unit increase in the employer branding factor. This suggests that a positive image built by a company through an employer branding strategy can increase its attractiveness to millennials seeking employment.

1. Company Reputation as a Key Factor in Employer Branding

One of the main factors underlying the significant influence of employer branding on millennial interest is company reputation. Millennials tend to be more interested in working for companies with a positive image and a good reputation. A company's reputation encompasses not only financial performance or product offerings but also the social and environmental values espoused by the company. As explained in the introduction, millennials prefer companies that demonstrate concern for social issues, diversity, and sustainability. They seek companies that focus not only on financial gain but also on positive contributions to society and the environment (Kusdiyanto & Ishbah, 2024; Verma et al., 2024). Therefore, companies that are able to maintain and communicate a good reputation in the context of social, environmental, and employee concern will more easily attract millennials.

This study revealed that companies with a good reputation, particularly in terms of

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diversity and social responsibility, tend to be more attractive to millennials. This finding aligns with research by Silva & Dias (2022), which found that corporate reputation plays a significant role in strengthening the relationship between employer branding and millennials' interest in applying for jobs. This corporate reputation can be achieved through positive social activities, recognition of the company's performance on diversity issues, and employee testimonials demonstrating job satisfaction.

2. Holistic Well-Being and Work-Life Balance

Besides company reputation, other factors that significantly influence millennial interest are holistic well-being and work-life balance. This study shows that millennials place a high value on their physical, mental, and social well-being when choosing a company to work for. Numerous previous studies have shown that millennials are more likely to choose companies that offer work flexibility, support for mental health, and physical well-being (Kusdiyanto & Ishbah, 2024; Auditya & Hendarman, 2020). Offering flexible hours, the opportunity to work from home, and support for mental and physical well-being are important values for this generation when choosing a workplace.

The results of this study align with the findings of Wijaya et al. (2023), who stated that millennials desire companies that support their holistic well-being. Furthermore, a good work-life balance is highly valued by millennials, who prefer jobs that offer not only competitive salaries but also a balance between work and personal life.

3. Personal and Career Development Opportunities

Another factor driving millennials' interest in applying for jobs is opportunities for personal and career development. Millennials have high aspirations for personal and professional growth. Therefore, they are more likely to apply for jobs at companies that offer opportunities for learning, development, and career advancement. Research by Wijaya et al. (2023) also confirms that millennials are highly

attracted to companies that provide training and self-development opportunities.

This study found that companies that provide clear career development opportunities and structured training programs are more likely to attract millennials. This generation seeks jobs not only with high salaries but also those that provide opportunities to develop their skills and potential. Companies that offer opportunities for millennials to learn, innovate, and pursue their career ambitions tend to be more attractive to them.

4. The Role of Social Media in Employer Branding

This study also found that social media plays a crucial role in strengthening employer branding and increasing millennials' interest in applying for jobs. Social media not only serves as a platform for companies to interact with their customers or clients, but also serves as a primary channel for millennials to seek out information about companies. This generation relies heavily on digital platforms to find information about companies, such as employee testimonials, company culture, and social programs.

The importance of social media in strengthening employer branding aligns with findings by Kucherov & Zhiltsova (2020), who revealed that companies that utilize social media optimally can build a stronger, positive image. Companies that are active on social media and share stories about their corporate culture, social activities, and the company's strengths in supporting employee well-being will more easily attract the attention of millennials who actively seek information through digital platforms.

5. Effective Employer Branding Models

Based on the results of this study, an effective employer branding model for private companies seeking to attract millennials can be developed by considering several key elements. These elements include:



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- a) **Company Reputation:** Building a positive image through social responsibility, diversity, and concern for social and environmental issues.
- b) **Holistic Well-being:** Provide a work environment that supports the mental, physical and social well-being of employees, and offers flexibility of time and the opportunity to work from home.
- c) **Self-development:** Providing opportunities for career development through training and learning programs that support employee advancement.
- d) **Social Media Activities:** Using social media to share information about company culture, social programs, and employee testimonials that describe a positive work environment.

Companies that are able to integrate these elements into their employer branding strategy will find it easier to attract the attention of millennials who are looking for companies that offer a balance between salary, personal development, welfare, and social contribution.

6. The Role of Corporate Reputation in Strengthening Employer Branding

As discussed, corporate reputation plays a crucial role in attracting millennials. It serves as a strengthening indicator of the relationship between employer branding and millennials' interest in applying for jobs. This study reveals that millennials are more attracted to companies with a positive image, not only related to financial performance but also to diversity and corporate social responsibility. Therefore, companies need to maintain and enhance their reputations in ways that align with millennials' expectations and values..

CONCLUSIONS

Based on the research results, it can be concluded that employer branding has a significant influence on millennials' interest in applying for jobs in private companies. Factors that shape effective employer branding, such as company reputation, holistic well-being, self-development opportunities, and work-life balance, have proven to be key elements that

attract millennials. Furthermore, the role of social media in disseminating a company's image is also crucial, as millennials tend to seek information about companies through digital platforms. Regression test results indicate that any increase in employer branding factors can increase millennials' interest in applying for jobs. Therefore, companies that are able to communicate positive values through employer branding strategies that involve social aspects, diversity, and employee well-being, as well as utilize social media to promote their corporate culture, will more easily attract the best talent from the millennial generation. This research provides a clear picture that strong employer branding can be an effective strategy for companies in facing an increasingly competitive labor market, and help companies attract quality candidates who align with the company's vision and values.

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