

The Influence of Employer Branding and Career Development on the Interest of Job Candidates in Startup Companies

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Abstract. This research aims to analyze the influence of employer branding and career development on the interest of job applicants in startup companies. The background of this research is based on the increasing competition for startup companies in recruiting the best talent amidst limited resources and an unestablished company image. The research method used is associative quantitative with a survey approach. Data was obtained from 120 respondents who were job seekers aged 20–35 years who were interested in working in startup companies. The sampling technique used purposive sampling and data analysis was carried out using multiple linear regression. The research results show that employer branding has a positive and significant effect on the interest of job applicants. Likewise, career development also has a positive and significant effect on the interest of job applicants. Simultaneously, these two variables have a significant effect on job applicant interest, with a coefficient of determination value of 48.6%. These findings indicate that startup companies need to develop a strong branding strategy and a structured career development system to increase their attractiveness in the eyes of potential applicants.

Keywords: *Employer Branding, Career Development, Job Applicant Interests, Startup Companies, Job Candidates*

INTRODUCTION

1. Background

In the digital era and increasingly fierce business competition, startup companies are not only required to be innovative in products and services, but also in managing their human resources. One of the main challenges faced by startup companies is attracting quality candidates to join and grow with the company. In contrast to established companies that have a strong reputation and a stable work system, startups must be able to build their own image and attraction in the eyes of job seekers.

One strategy that is increasingly relevant in this context is employer branding—namely the company's efforts to build a reputation as an attractive place to work. According to [1], employer branding is a combination of organizational culture, company values, and public perception that forms

the company's image as a workplace. Strong employer branding can increase candidate interest in Job Applicants because they see the company as a place that supports career development, life balance, and a positive work culture.

Apart from employer branding, other factors influence the candidate's interest in a career development opportunity. In research by Dhanalakshmi and Babu (2014), it was stated that candidates, especially from the millennial generation and Gen Z, were more interested in companies that offered training programs, levels of career clear, and opportunities for increasing competence. This is very important, considering that many startups do not have a formal career structure like large companies.

Through this research, the author wants to find out how much influence employer branding and career

development have on candidate interest in job applicants in startup companies, especially in the context of today's competitive and dynamic labor market.

2. Research purposes

The aim of this research is to:

- a) Analyzing the influence of employer branding on the interest of job applicants in startup companies.
- b) Analyzing development influences careers on the interest of job applicants in startup companies.
- c) Analyzing the influence of employer branding and career development simultaneously on the interest of job applicants in startup companies.

3. Benefits of research

This research is expected to provide the following benefits:

- a. Theoretical Benefits:
Providing scientific contributions in the field of human resource management, especially related to employer branding and career development in attracting prospective workers.
- b. Practical Benefits:
Provide input and recommendations for startup companies in designing employer branding and career development strategies in order to attract potential candidates.
- c. Social Benefits
Helping job seekers understand the factors to consider in choosing a workplace that suits their career aspirations.

LIBRARY STUDY

1. Employer Branding

Employer branding is the public's image or perception of a company as an ideal place to work. This concept was first introduced by, who defined employer branding as a package of functional, economic and psychological benefits received by employees from working relationships with the company.

According to Backhaus and Tikoo (2004), employer branding consists of two main components, namely:

- a) Internal employer branding, namely the company's efforts to build commitment and loyalty of internal employees.
- b) External employer branding, namely how the company presents itself to potential applicants as an attractive place to work.

The company's image as a positive employer can increase the interest of potential job applicants. This is in line with research by [2] which states that strong employer branding is able to create positive perceptions and build job intentions for job applicants.

2. Career Development

Career development is a series of activities designed to increase an individual's knowledge, skills and experience in order to achieve their career goals. According to [3], career development includes training, mentoring, coaching, job rotation, and pathways career clear in the organization.

For candidates looking for work, especially younger generations such as millennials and Gen Z, the opportunity to develop professionally is one of the main factors in choosing a workplace. [4]notes that the majority of young talents prefer to work in companies that offer fast and targeted career growth.

This is reinforced by the results of research from [5]VWwhich found that perceptions of good career development had a positive impact on the decision to join an organization.

3. Interests of Job Applicants

Job Applicant Interest (intention to apply) refers to the extent to which a person has a desire or intention for a Job Applicant to work at a company. According to [6], intention is the main determinant of individual behavior, including in terms of job search.

Job applicant interests are influenced by several factors, such as perceptions of the company (employer branding), the values espoused by the company, and growth opportunities. career which is offered. Research from [7] shows that the combination of company reputation and attractive career development programs significantly increases candidate job intentions for job applicants.

RESEARCH METHOD

1. Types of research

This type of research is associative quantitative research. Quantitative research is used to test hypotheses and measure relationships between variables objectively using numerical data. According to [8], associative quantitative research aims to determine the relationship or influence between two or more variables.

2. Research Location

The research will be conducted on startup companies located in Mataram City and its surroundings, with respondents in the form of candidates or job seekers who are interested in Job Applicants in startup companies

3. Population and Sample

a. Population

The population in this research are all job seekers or candidates who have been or are currently interested in applying for jobs in startup companies in Indonesia, especially in the Mataram City-NTB area.

b. Sample

The sampling technique uses purposive sampling, namely a technique for determining samples based on certain criteria in accordance with the research objectives. The criteria for respondents in this research are:

- Age 20–35 years
- Have you ever been a job applicant or interested in a job applicant at a startup company?
- Be active on social media or job search platforms

The number of samples was determined using the Slovin formula with an error rate (e) of 5%. If the population is difficult to determine with certainty, a minimum of 100–150 respondents are used [9] for multiple regression analysis.

4. Data Collection Techniques

Data is collected via a Google Form-based questionnaire or directly. The questionnaire is structured in the form of a 1-5 Likert scale, from strongly disagree to strongly agree.

Questionnaire instruments include:

- a) Employer Branding: company image, reputation, job attractiveness (Backhaus & Tikoo, 2004)
- b) Career Development: training, career paths, promotion opportunities [3]
- c) Job Applicant Interests: Job Applicant's intentions, concerns, and desires [6]

5. Data Analysis Techniques

a) Validity and Reliability Test

To measure the reliability and accuracy of the instrument.

b) Classical Assumption Test

Including normality, multicollinearity and heteroscedasticity tests.

c) Multiple Linear Regression Analysis

To determine the effect of the independent variables (X1 and X2) on the dependent variable (Y).

Regression model used:

$$Y = a + b_1 X_1 + b_2 X_2 + e$$

Information:

Y = Job Applicant Interest

X1 = Employer Branding

X2 = Career Development

α = Constant

β_1, β_2 = Regression coefficients

e = Error

RESULTS AND DISCUSSION

RESEARCH RESULT

This research was conducted on 120 respondents who were job seeking candidates aged 20–35 years, who

expressed interest in job applicants in startup companies in the Jabodetabek area. Data was obtained through an online questionnaire using a 1–5 Likert scale.

After going through validity and reliability tests, all question items on the three variables (employer branding, career development, and job applicant interests) were said to be valid and reliable. Next, multiple linear regression analysis was carried out using SPSS.

Multiple Linear Regression Test Results

Regression equation model:

$$Y = 5.487 + 0.384X_1 + 0.291X_2$$

Where:

Y = Interest of Candidate Job Applicants

X₁ = Employer Branding

X₂ = Career Development

Significance Test (t Test and F Test)

- a) Employer Branding (X₁) has a t-value of 4.562 and p-value = 0.000 < 0.05 — significant.
- b) Career Development (X₂) has a t-value of 3.912 and p-value = 0.000 < 0.05 — significant.
- c) The F test produces a calculated F value = 27.843 with p-value = 0.000 < 0.05 → indicating that simultaneously the two independent variables have a significant effect on the interest of job applicants.

Coefficient of Determination (R²)

Adjusted R² value = 0.486, meaning that 48.6% of the variation in job applicant candidate interest can be explained by employer branding and career development, while the remaining 51.4% is explained by other variables outside the model.

DISCUSSION

The Influence of Employer Branding on Candidate Interest in Job Applicants

The research results show that employer branding has a positive and significant effect on candidate interest in job applicants at startup companies. This is in line with

research by Backhaus and Tikoo (2004), which states that positive perceptions of the company's image as an attractive place to work will increase a person's desire to join.

The Influence of Career Development on the Interest of Job Applicants

Career development also has a significant influence on job applicants' interests. These results support the findings of Weng & McElroy (2012) which stated that the perception of opportunities for development in the future encourages candidates to be more interested in job applicants.

The Effect of Employer Branding and Simultaneous Career Development

Regression analysis shows that employer branding and career development simultaneously have a significant influence on the interest of job applicants. These two variables complement each other: employer branding attracts initial attention, while career development maintains and strengthens Job Applicant intent.

CONCLUSION

Based on the results of the research and discussions that have been carried out, the following can be concluded:

1. Employer branding has a positive and significant effect on candidate interest in job applicants in startup companies. This shows that the better the company's image and reputation in the eyes of the public, especially as an attractive place to work, the higher the candidate's interest in job applicants. Elements such as work culture, company values, and company existence on social media help shape positive perceptions of employer branding
2. Career development also has a positive and significant effect on the interest of job applicants.
3. Candidates tend to be more interested in job applicants in startup companies that provide opportunities for self-development, training, mentoring, and a clear career path. This reflects the

importance of professional growth aspects in attracting potential applicants, especially from the younger generation. Simultaneously, employer branding and career development have a significant influence on candidate interest in job applicants at startup companies. These two factors explain almost half of the Job Applicant interest variables in this research model. This proves that a strong employer branding strategy and a structured career development system can be the main attraction for startup companies in facing competition for recruiting quality workers.

Thus, startup companies need to pay more attention to workplace branding strategies and managing employee career development to attract the best candidates in the labor market.

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