

**FACTORS INFLUENCING UNIVERSITY STUDENTS'
INTENTION TO APPLY:
THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY,
EMPLOYER BRAND,
EMPLOYEE BENEFITS, AND CAREER DEVELOPMENT
THESIS**

Presented as Partial Fulfilment of the Requirements for the Degree of
Sarjana Manajemen (S1) in the International Undergraduate Program in Business
Management
Faculty of Business and Economics
Universitas Atma Jaya Yogyakarta

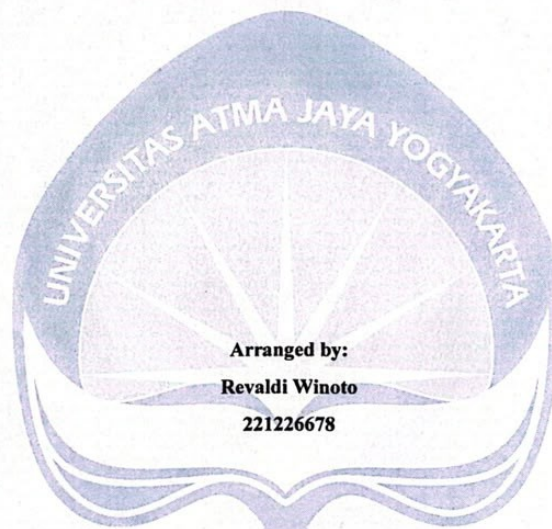


Arranged by:
Revaldi Winoto
Student Number: 221226678

**INTERNATIONAL UNDERGRADUATE PROGRAM IN BUSINESS
MANAGEMENT
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA
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STATEMENT OF APPROVAL

**FACTORS INFLUENCING UNIVERSITY STUDENTS' INTENTION TO APPLY:
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Arranged by:

Revaldi Winoto

221226678

Advisor



Dismas Persada D. Pramudita, S.M., M.SM.

LETTER OF STATEMENT

THESIS

**FACTORS INFLUENCING UNIVERSITY STUDENTS' INTENTION TO APPLY:
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Has been prepared and arranged by

Revaldi Winoto

NPM: 221226678

Has been defended in front of examiners on 3rd July 2026 and accepted as fulfilment of the requirements for the Degree of Sarjana Manajemen (S1) in International Undergraduate Program in Business Management Faculty of Business and Economics Universitas Atma Jaya Yogyakarta

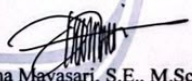
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Member of Examiners,

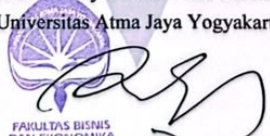

Aloysia Desy Pramusiwi, S.E., M.Sc.


**Dismas Persada D. Pramudita, S.M.,
M.SM.**


Agatha Mayasari, S.E., M.Sc.

Yogyakarta, 3rd July 2026

**Dean of Faculty Business and Economics
Universitas Atma Jaya Yogyakarta**


Wenefrida Mahestu Noviandra K, S.E., M.Sc., Ph.D.

AUTHENTICITY ACKNOWLEDGEMENT

I hereby declare that the thesis with the title:

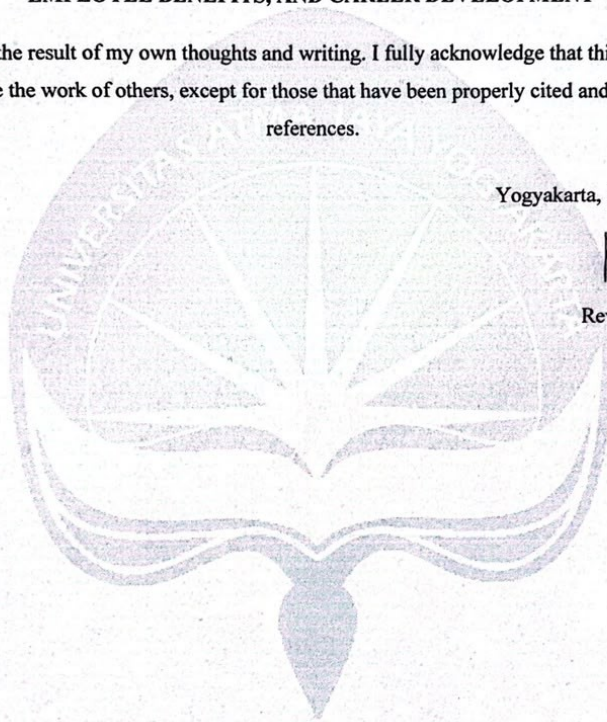
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Is entirely the result of my own thoughts and writing. I fully acknowledge that this thesis does not include the work of others, except for those that have been properly cited and listed in the references.

Yogyakarta, 3rd July 2026



Revaldi Winoto



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The researcher acknowledges that this thesis is not free from limitations and welcomes any feedback for refinement. The hope is that this study offers something useful for the talent attraction literature and gives employers a practical reference when recruiting internationally educated Generation Z talent.

Yogyakarta, May 2026

Researcher,

Revaldi Winoto

ABSTRACT

Attracting Generation Z talent has become harder for employers in many sectors. This study examines which employer attributes most influence undergraduate students' decision to apply for a job, focusing on four that are commonly proposed in the talent attraction literature: corporate social responsibility, employer brand, employee benefits, and career development. The framework draws on Social Cognitive Career Theory and Signalling Theory. The analysis extends an Indonesian-context model to an internationally diverse sample of business undergraduates at SolBridge International School of Business in South Korea. Data from sixty respondents were analysed using multiple linear regression in IBM SPSS Statistics, after validity, reliability, and classical-assumption testing. Career development was the strongest predictor of intention to apply. Employee benefits also had a significant positive effect. Corporate social responsibility and employer brand, while both included in the model, did not show a significant influence once the other two attributes were accounted for. The four predictors together explained about two-thirds of the variance in intention to apply. For employers competing for internationally educated Generation Z talent, the results suggest that concrete career paths and clear benefit packages do more to drive applications than broad value statements about social responsibility or brand identity. Recruitment communication should reflect that focus.

Keywords: talent attraction, intention to apply, corporate social responsibility, employer brand, employee benefits, career development, Generation Z

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