

	responsibility of companies to develop and implement policies and practices that address the three pillars of ecological, economic and social sustainability, which maximize positive outcomes for all stakeholder groups beyond legal requirements (Carlini et al., 2019)		projects that advance community welfare.	
Corporate Social Responsibility	Corporate Social Responsibility is the responsibility of companies to develop and implement policies and practices that address the three pillars of ecological, economic and social sustainability, which maximize positive outcomes for all stakeholder groups beyond legal requirements (Carlini et al., 2019)	CSR6	The company encourages employees to participate in Altruism volunteer activities.	(Ikhide et al., 2021)
Employer Brand	Employer brand has matched terms that aim to build a significant and distinct presence in the market so as to attract future associates as well as retain current associates well	EB1	Pleasant Working Environment	(Benraiss-Noailles & Viot, 2021)

	(Aslam, 2015b).			
Employer Brand	Employer brand has matched terms that aim to build a significant and distinct presence in the market so as to attract future associates as well as retain current associates well (Aslam, 2015b).	EB2	Working in pleasant environment	(Benraiss-Noailles & Viot, 2021)
Employer Brand	Employer brand has matched terms that aim to build a significant and distinct presence in the market so as to attract future associates as well as retain current associates well (Aslam, 2015b).	EB3	This organization produces high quality products and services	(Benraiss-Noailles & Viot, 2021)
Employer Brand	Employer brand has matched terms that aim to build a significant and distinct presence in the market so as to attract future associates as well as retain current associates well (Aslam, 2015b).	EB4	Organizations produce innovative products and services	(Benraiss-Noailles & Viot, 2021)
Employer Brand	Employer brand has matched terms that aim to build a significant and distinct presence in the market so as to attract future associates as well as retain current associates well (Aslam, 2015b).	EB5	Feeling good about yourself as a result of working for a particular organization	(Benraiss-Noailles & Viot, 2021)
Employer Brand	Employer brand has matched terms that aim to build a	EB6	Feeling more confident as a result of working for a	(Benraiss-Noailles & Viot, 2021)

	significant and distinct presence in the market so as to attract future associates as well as retain current associates well (Aslam, 2015b).		particular organization	
Employer Brand	Employer brand has matched terms that aim to build a significant and distinct presence in the market so as to attract future associates as well as retain current associates well (Aslam, 2015b).	EB7	This organization is customer-oriented	(Benraiss-Noailles & Viot, 2021)
Employer Brand	Employer brand has matched terms that aim to build a significant and distinct presence in the market so as to attract future associates as well as retain current associates well (Aslam, 2015b).	EB8	A socially responsible organization	(Benraiss-Noailles & Viot, 2021)
Employer Brand	Employer brand has matched terms that aim to build a significant and distinct presence in the market so as to attract future associates as well as retain current associates well (Aslam, 2015b).	EB9	Good promotion opportunities within the organization	(Benraiss-Noailles & Viot, 2021)
Employer Brand	Employer brand has matched terms that aim to build a significant and distinct presence in the market so as to attract future associates	EB10	Job security in the organization	(Benraiss-Noailles & Viot, 2021)

	as well as retain current associates well (Aslam, 2015b).			
Employee Benefit	Employee benefits can be thought of as a total reward, including both tangible (e.g. bonuses, salary, and stock options) and intangible (e.g. social status, rewarded job design, and work/life balance) (Yoopetch et al., 2021)	EF1	The company will provide appropriate financial benefits (e.g. salary and bonuses)	(Yoopetch et al., 2021)
Employee Benefit	Employee benefits can be thought of as a total reward, including both tangible (e.g. bonuses, salary, and stock options) and intangible (e.g. social status, rewarded job design, and work/life balance) (Yoopetch et al., 2021)	EF2	Will be satisfied with the employee benefits provided by the Company	(Yoopetch et al., 2021)
Employee Benefit	Employee benefits can be thought of as a total reward, including both tangible (e.g. bonuses, salary, and stock options) and intangible (e.g. social status, rewarded job design, and work/life balance) (Yoopetch et al., 2021)	EF3	If work for this company, will have a work-life balance	(Yoopetch et al., 2021)
Employee Benefit	Employee benefits can be	EF4	If working for the Company,	(Yoopetch et al., 2021)

	thought of as a total reward, including both tangible (e.g. bonuses, salary, and stock options) and intangible (e.g. social status, rewarded job design, and work/life balance) (Yoopetch et al., 2021)		will have some other good employee benefits such as benefits for family members	
Employee Benefit	Employee benefits can be thought of as a total reward, including both tangible (e.g. bonuses, salary, and stock options) and intangible (e.g. social status, rewarded job design, and work/life balance) (Yoopetch et al., 2021)	EF5	Compared to employees in other companies in the same industry, will have better employee benefits or benefits.	(Yoopetch et al., 2021)
Career Development	Career development is a distinct concept that refers to the process by which both individuals and their employers manage various tasks, behaviours, and experiences within and across jobs and organizations over time, with implications for employees' work-related identity (Creed & Hood, 2019).	CD1	The company supports long-term career development	(Dos Santos, 2022)
Career Development	Career development is a distinct concept that refers to the	CD2	In the long term the company will facilitate me to achieve career	(Dos Santos, 2022)

	process by which both individuals and their employers manage various tasks, behaviours, and experiences within and across jobs and organizations over time, with implications for employees' work-related identity (Creed & Hood, 2019).		goals	
Career Development	Career development is a distinct concept that refers to the process by which both individuals and their employers manage various tasks, behaviours, and experiences within and across jobs and organizations over time, with implications for employees' work-related identity (Creed & Hood, 2019).	CD3	The company takes steps to ensure that maximize my career potential	(Dos Santos, 2022)
Career Development	Career development is a distinct concept that refers to the process by which both individuals and their employers manage various tasks, behaviours, and experiences within and across jobs and organizations over time, with implications for employees' work-related	CD4	The company gave me the opportunity to achieve career goals	(Dos Santos, 2022)

	identity (Creed & Hood, 2019).			
Intention to Apply	Intention to apply is the extent to which a potential employee is motivated to pursue a job in an organization (Carlini et al., 2019)	ITA1	Chance of applying at Company X is very high	(Ikhida et al., 2021)
Intention to Apply	Intention to apply is the extent to which a potential employee is motivated to pursue a job in an organization (Carlini et al., 2019)	ITA2	Will accept this job offer from Company X	(Ikhida et al., 2021)
Intention to Apply	Intention to apply is the extent to which a potential employee is motivated to pursue a job in an organization (Carlini et al., 2019)	ITA3	Will make this Company X one of my first choices as an employer	(Ikhida et al., 2021)
Intention to Apply	Intention to apply is the extent to which a potential employee is motivated to pursue a job in an organization (Carlini et al., 2019)	ITA4	If this Company X invites me for a job interview, will go	(Ikhida et al., 2021)
Intention to Apply	Intention to apply is the extent to which a potential employee is motivated to pursue a job in an organization (Carlini et al., 2019)	ITA5	Will try to be able to work at Company X	(Ikhida et al., 2021)

Note: This appendix reproduces the operational variables and item wording of Appendix 1 of Gandasari et al. (2024). In the original journal these items were rated on a 6-point Likert scale (1 = Strongly Disagree, 6 = Strongly Agree); in the present study the same items were administered

on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree), as explained in Section 3.6, with no other changes to item wording. The Employee Benefits items, coded EF1–EF5 in the original source, correspond to the codes BNF1–BNF5 used in the body of this thesis, and the Career Development items, coded CD1–CD4 in the original source, correspond to CDV1–CDV4. "Company X" refers to the organisation the respondent identified at the beginning of the questionnaire. The citation "Aslam, 2015b" in the Employer Brand definition row is reproduced verbatim as it appears in the original journal source and does not form part of the reference list of this thesis.



Appendix 2. Research Questionnaire

The questionnaire below was administered online via Google Forms. All perception items used a five-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Introduction

This survey is part of an undergraduate thesis research conducted by a student from Universitas Atma Jaya Yogyakarta (UAJY), Indonesia. The study examines the factors that influence students' intention to apply to a specific organisation.

Your participation is entirely voluntary and anonymous. No personally identifiable information will be collected or published. The data will be used solely for academic purposes.

This survey takes approximately 5 minutes to complete. Thank you for your time.

Section 1: Demographic Information

1. Gender: Male / Female / Prefer not to say
2. Year of study: Year 1 / Year 2 / Year 3 / Year 4

Instructions

Please answer the following questions based on your general expectations and perceptions of an ideal employer or organisation you would consider applying to. Keep that organisation in mind as you answer each question.

Section 2: Corporate Social Responsibility

1. The company participates in activities aimed at protecting and improving the quality of the natural environment.

2. The company invests in creating a better life for future generations.
3. The company implements special programs to minimize its negative impact on the natural environment.
4. The company targets sustainable growth, which considers future generations.
5. The company contributes to campaigns and projects that advance community welfare.
6. The company encourages employees to participate in altruism volunteer activities.

Section 3: Employer Brand

1. Pleasant working environment.
2. Working in a pleasant environment.
3. This organization produces high quality products and services.
4. The organization produces innovative products and services.
5. Feeling good about yourself as a result of working for a particular organization.
6. Feeling more confident as a result of working for a particular organization.
7. This organization is customer-oriented.
8. A socially responsible organization.
9. Good promotion opportunities within the organization.
10. Job security in the organization.

Section 4: Employee Benefits

1. The company will provide appropriate financial benefits (e.g. salary and bonuses).
2. Will be satisfied with the employee benefits provided by the company.
3. If I work for this company, I will have a work-life balance.
4. If I work for the company, I will have other good employee benefits such as benefits for family members.
5. Compared to employees in other companies in the same industry, I will have better employee benefits.

Section 5: Career Development

1. The company supports long-term career development.
2. In the long term, the company will facilitate me to achieve my career goals.
3. The company takes steps to ensure that I maximize my career potential.
4. The company gives me the opportunity to achieve my career goals.

Section 6: Intention to Apply

1. The chance of me applying at Company X is very high.
2. I will accept a job offer from Company X.
3. I will make Company X one of my first choices as an employer.
4. If Company X invites me for a job interview, I will go.
5. I will try to be able to work at Company X.

Appendix 3. Respondent Responses

This appendix presents the coded responses of the 60 respondents retained for analysis (Likert scale: 1 = Strongly Disagree to 5 = Strongly Agree). Item codes: CSR = corporate social responsibility; EB = employer brand; BNF = employee benefits; CDV = career development; ITA = intention to apply.

Respondent Profile

Gender	n	%	Year of Study	n	%
Male	35	58.3	Year 1	6	10.0
Female	25	41.7	Year 2	11	18.3
			Year 3	21	35.0
Total	60	100.0	Year 4	22	36.7

CSR - Corporate Social Responsibility

#	CSR1	CSR2	CSR3	CSR4	CSR5	CSR6
1	4	4	4	5	4	5
2	3	3	3	4	3	3
3	4	5	4	4	3	3
4	5	5	4	4	4	5
5	4	4	4	4	3	5
6	5	5	5	5	5	3
7	4	4	4	5	4	3
8	4	3	4	4	5	3
9	5	5	5	5	5	4
10	5	5	5	5	5	5
11	4	4	4	4	4	4
12	4	4	4	4	5	4
13	4	4	4	4	3	3
14	4	4	4	4	3	4
15	4	4	3	5	3	4
16	5	5	4	5	4	4
17	5	5	5	5	5	4
18	4	5	4	5	3	3
19	5	5	5	5	5	5
20	4	4	4	4	4	4
21	4	3	4	4	5	5
22	3	5	3	4	4	4
23	2	3	2	3	3	4
24	5	5	5	5	5	5
25	3	4	5	5	5	5
26	5	5	5	5	5	4
27	4	4	5	4	4	4
28	4	4	5	5	4	5
29	5	4	4	5	5	5
30	5	4	4	5	5	4
31	5	5	5	4	5	4
32	4	5	4	5	5	4
33	5	4	5	4	5	5
34	3	5	3	5	3	5
35	3	4	3	3	4	3

#	CSR1	CSR2	CSR3	CSR4	CSR5	CSR6
36	3	3	2	2	3	4
37	3	4	3	3	3	5
38	5	5	5	5	4	4
39	4	4	3	4	2	2
40	5	5	4	4	5	4
41	4	3	4	5	4	4
42	4	5	3	3	5	5
43	4	5	4	5	3	5
44	4	5	5	3	3	5
45	3	3	3	4	3	4
46	4	4	3	4	4	3
47	4	5	5	5	4	4
48	4	4	3	4	3	3
49	4	4	4	4	4	3
50	3	3	3	4	4	5
51	4	5	4	5	4	3
52	4	4	4	5	4	5
53	4	4	5	4	5	5
54	2	2	3	2	1	4
55	4	5	3	4	3	2
56	4	5	5	4	3	3
57	4	4	3	3	4	4
58	3	3	3	3	4	4
59	3	3	4	3	4	3
60	4	4	3	4	3	3

EB - Employer Brand

#	EB1	EB2	EB3	EB4	EB5	EB6	EB7	EB8	EB9	EB10
1	4	5	4	5	5	4	5	4	4	3
2	5	5	5	5	4	4	3	3	5	5
3	5	5	4	4	4	4	4	5	4	5
4	4	5	4	4	5	5	4	5	4	5
5	4	5	5	5	4	4	5	5	4	4
6	5	5	5	4	5	5	4	5	5	5
7	5	5	4	4	4	5	3	4	5	4
8	4	4	4	4	4	4	3	3	4	4
9	5	5	5	5	5	5	5	5	5	5
10	5	5	5	5	5	5	5	5	5	5
11	5	4	5	5	4	4	3	4	5	5
12	5	5	5	3	3	3	3	4	4	4
13	3	4	5	4	4	4	4	5	3	5
14	4	3	4	4	4	3	4	3	3	4
15	5	5	5	5	5	5	5	5	5	4
16	5	5	3	5	5	5	5	5	5	5
17	4	4	5	5	5	3	4	5	4	4
18	5	5	4	4	5	5	5	4	5	5
19	5	5	5	5	4	4	5	5	5	5
20	5	5	5	5	4	4	5	5	5	5
21	3	3	3	5	4	3	5	3	3	5
22	5	5	4	4	5	5	4	4	5	5
23	2	1	4	3	2	3	3	1	4	3
24	5	5	5	5	4	4	4	5	5	5
25	5	4	5	5	4	5	3	4	5	5
26	5	5	5	5	5	5	4	5	4	4
27	5	5	4	5	5	4	5	4	5	5
28	4	5	4	4	5	5	5	4	5	5
29	5	5	5	4	5	5	4	4	4	5
30	5	4	5	5	5	4	4	3	4	4
31	5	5	4	5	5	5	5	5	5	5

#	EB1	EB2	EB3	EB4	EB5	EB6	EB7	EB8	EB9	EB10
32	5	4	4	5	5	4	5	4	5	5
33	5	5	4	5	5	4	4	5	4	5
34	5	5	4	4	5	4	4	5	4	5
35	5	4	4	4	5	5	4	5	4	4
36	3	3	4	4	3	4	2	3	4	4
37	5	5	4	4	5	5	4	4	4	5
38	4	4	5	5	4	5	5	5	3	4
39	3	3	2	2	3	2	4	3	2	2
40	4	4	5	5	5	5	3	4	4	5
41	5	5	5	5	3	3	4	3	3	5
42	4	4	5	4	4	4	5	4	4	4
43	4	4	5	5	5	4	5	5	5	4
44	5	5	5	4	4	5	5	4	5	5
45	4	4	4	4	4	4	4	4	4	5
46	5	5	5	5	5	5	5	5	5	5
47	4	5	4	5	4	5	5	4	5	5
48	5	4	5	4	5	4	5	4	4	5
49	5	4	4	5	4	5	4	4	4	5
50	4	4	4	4	5	4	5	4	4	5
51	5	5	5	5	5	5	5	5	5	5
52	5	4	4	5	5	4	5	4	5	5
53	5	4	4	5	4	4	5	5	5	5
54	3	3	3	3	2	2	3	1	2	3
55	4	4	5	5	4	4	5	4	5	5
56	5	5	4	4	5	5	5	4	5	4
57	4	4	3	3	5	5	5	5	3	5
58	4	4	3	3	2	2	4	3	3	4
59	4	4	3	3	4	4	3	3	4	4
60	5	5	3	3	3	3	4	3	4	5

BNF - Employee Benefits

#	BNF1	BNF2	BNF3	BNF4	BNF5
1	4	5	3	4	4
2	4	5	5	5	5
3	5	5	4	3	3
4	4	4	4	4	4
5	5	5	5	4	5
6	5	5	5	5	2
7	5	5	5	4	5
8	5	4	4	4	3
9	5	5	5	5	5
10	5	5	5	5	5
11	5	5	4	4	5
12	5	5	4	5	4
13	5	5	3	4	3
14	4	3	3	3	3
15	5	5	5	4	5
16	3	3	5	5	5
17	4	5	3	4	4
18	5	5	5	5	5
19	5	5	4	4	5
20	5	5	5	4	4
21	5	4	2	3	3
22	5	5	5	5	5
23	3	3	2	2	2
24	5	5	5	4	4
25	5	4	4	4	5
26	5	5	3	3	4
27	5	4	4	4	5

#	BNF1	BNF2	BNF3	BNF4	BNF5
28	5	4	5	4	3
29	4	4	5	5	4
30	4	4	4	5	4
31	4	4	4	5	4
32	5	4	5	4	5
33	4	4	5	5	5
34	5	4	4	5	5
35	4	5	4	4	5
36	4	3	2	3	3
37	4	4	4	5	5
38	3	4	4	4	5
39	4	3	2	3	3
40	4	5	4	4	5
41	3	3	5	3	4
42	5	4	4	5	4
43	5	4	5	4	5
44	4	5	5	4	4
45	5	4	5	4	5
46	5	4	5	3	4
47	4	4	4	4	5
48	5	5	4	5	4
49	5	4	5	5	4
50	4	4	4	5	5
51	5	5	5	5	5
52	4	4	5	5	4
53	4	4	5	5	4
54	3	2	3	1	1
55	3	4	5	4	3
56	3	3	5	4	3
57	3	3	4	4	3
58	2	3	4	3	2
59	4	4	4	3	3
60	4	3	4	3	4

CDV - Career Development

#	CDV1	CDV2	CDV3	CDV4
1	3	4	3	4
2	5	5	5	4
3	5	4	5	4
4	4	5	5	5
5	4	5	5	5
6	5	5	5	5
7	5	5	5	5
8	5	4	4	4
9	5	5	5	5
10	5	5	5	5
11	5	5	5	4
12	4	4	4	4
13	3	4	3	4
14	5	3	3	3
15	5	5	5	5
16	2	3	3	3
17	5	5	4	4
18	5	5	5	5
19	5	5	5	5
20	5	5	5	5
21	3	4	4	4
22	5	5	5	5
23	2	3	1	3

#	CDV1	CDV2	CDV3	CDV4
24	5	5	5	5
25	3	4	4	4
26	5	5	5	5
27	5	5	4	4
28	5	4	5	5
29	5	4	5	5
30	5	4	4	5
31	5	5	5	5
32	4	4	5	5
33	4	5	4	5
34	5	4	4	5
35	4	5	4	5
36	5	4	4	4
37	5	5	4	5
38	3	5	2	3
39	2	2	2	3
40	5	5	4	5
41	5	3	5	4
42	5	4	5	4
43	5	5	4	5
44	5	5	5	4
45	5	4	5	4
46	5	5	5	5
47	5	5	4	4
48	4	5	4	4
49	4	5	4	4
50	4	4	4	5
51	5	5	5	5
52	4	4	5	5
53	5	4	5	4
54	2	1	3	3
55	4	4	5	5
56	4	4	5	5
57	4	4	4	5
58	2	2	3	3
59	4	3	4	3
60	5	4	4	4

ITA - Intention to Apply

#	ITA1	ITA2	ITA3	ITA4	ITA5
1	1	5	4	4	5
2	5	5	5	5	5
3	4	4	4	5	5
4	4	5	5	5	5
5	3	4	4	4	4
6	5	5	5	5	5
7	4	5	5	5	4
8	4	3	3	5	5
9	5	5	4	5	5
10	5	4	3	3	4
11	3	3	3	3	4
12	3	3	3	5	4
13	4	4	3	4	4
14	3	4	5	3	3
15	5	5	4	5	5
16	1	4	3	3	2
17	4	3	2	5	4
18	5	5	5	5	5
19	5	5	5	5	5

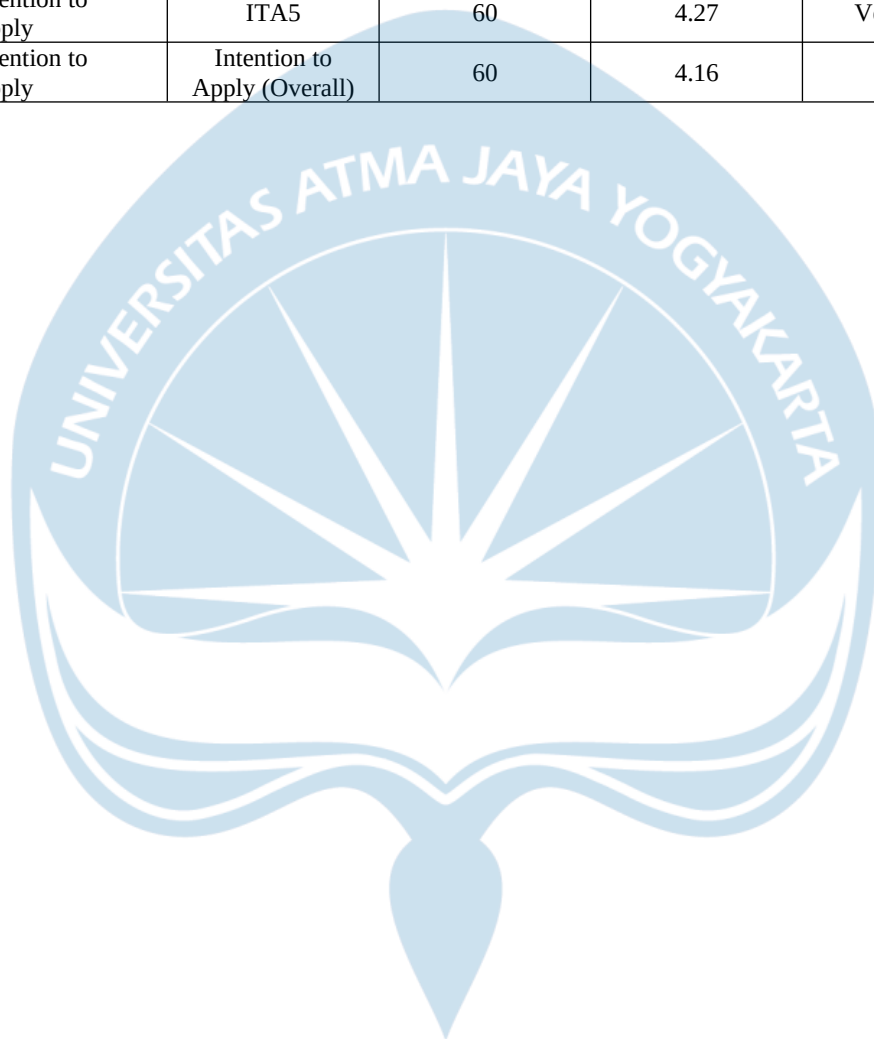
#	ITA1	ITA2	ITA3	ITA4	ITA5
20	5	5	5	5	5
21	3	4	2	3	3
22	5	5	5	5	5
23	1	2	2	3	2
24	5	5	4	5	5
25	4	3	5	5	5
26	4	4	4	5	5
27	5	5	4	5	4
28	5	4	5	5	4
29	5	4	4	5	5
30	4	4	5	5	4
31	4	4	4	5	4
32	5	4	5	4	4
33	4	5	5	5	4
34	4	5	5	4	5
35	4	4	4	4	4
36	1	4	4	4	4
37	4	5	5	4	4
38	2	4	4	5	5
39	4	3	2	3	3
40	3	4	4	5	5
41	1	5	5	5	5
42	5	5	4	4	5
43	4	5	5	4	5
44	5	5	4	5	5
45	5	5	4	5	5
46	5	5	5	5	5
47	4	5	5	5	2
48	5	5	5	5	5
49	5	5	4	5	4
50	4	4	4	5	4
51	4	4	4	5	5
52	5	4	5	4	4
53	4	4	5	4	4
54	3	2	1	3	3
55	3	5	5	4	5
56	2	4	3	4	4
57	3	5	4	4	4
58	3	3	1	3	3
59	4	4	3	3	3
60	3	4	4	4	4

Appendix 4. Descriptive Test

Mean scores and interpretation categories for each item and construct (N = 60; 1.00-1.80 Very Low, 1.81-2.60 Low, 2.61-3.40 Moderate, 3.41-4.20 High, 4.21-5.00 Very High).

Variable	Item	N	Mean	Category
Corporate Social Responsibility	CSR1	60	4.00	High
Corporate Social Responsibility	CSR2	60	4.20	High
Corporate Social Responsibility	CSR3	60	3.93	High
Corporate Social Responsibility	CSR4	60	4.20	High
Corporate Social Responsibility	CSR5	60	3.93	High
Corporate Social Responsibility	CSR6	60	4.00	High
Corporate Social Responsibility	Corporate Social Responsibility (Overall)	60	4.04	High
Employer Brand	EB1	60	4.48	Very High
Employer Brand	EB2	60	4.40	Very High
Employer Brand	EB3	60	4.30	Very High
Employer Brand	EB4	60	4.37	Very High
Employer Brand	EB5	60	4.32	Very High
Employer Brand	EB6	60	4.20	High
Employer Brand	EB7	60	4.27	Very High
Employer Brand	EB8	60	4.12	High
Employer Brand	EB9	60	4.27	Very High
Employer Brand	EB10	60	4.57	Very High
Employer Brand	Employer Brand (Overall)	60	4.33	Very High
Employee Benefits	BNF1	60	4.33	Very High
Employee Benefits	BNF2	60	4.20	High
Employee Benefits	BNF3	60	4.22	Very High
Employee Benefits	BNF4	60	4.08	High
Employee Benefits	BNF5	60	4.07	High
Employee Benefits	Employee Benefits (Overall)	60	4.18	High
Career Development	CDV1	60	4.35	Very High
Career Development	CDV2	60	4.30	Very High
Career Development	CDV3	60	4.28	Very High
Career Development	CDV4	60	4.38	Very High
Career Development	Career Development	60	4.33	Very High

Variable	Item	N	Mean	Category
	(Overall)			
Intention to Apply	ITA1	60	3.85	High
Intention to Apply	ITA2	60	4.27	Very High
Intention to Apply	ITA3	60	4.03	High
Intention to Apply	ITA4	60	4.40	Very High
Intention to Apply	ITA5	60	4.27	Very High
Intention to Apply	Intention to Apply (Overall)	60	4.16	High



Appendix 5. Validity and Reliability Test

Validity uses the corrected item-to-total Pearson correlation against the r-table value of 0.254 (N = 60, $p < .05$). An item is valid when the r-value exceeds the r-table value.

Validity Test

Variable	Item	r-value	r-table	Verdict
Corporate Social Responsibility	CSR1	.826	0.254	Valid
Corporate Social Responsibility	CSR2	.682	0.254	Valid
Corporate Social Responsibility	CSR3	.821	0.254	Valid
Corporate Social Responsibility	CSR4	.736	0.254	Valid
Corporate Social Responsibility	CSR5	.757	0.254	Valid
Corporate Social Responsibility	CSR6	.452	0.254	Valid
Employer Brand	EB1	.748	0.254	Valid
Employer Brand	EB2	.756	0.254	Valid
Employer Brand	EB3	.572	0.254	Valid
Employer Brand	EB4	.707	0.254	Valid
Employer Brand	EB5	.786	0.254	Valid
Employer Brand	EB6	.770	0.254	Valid
Employer Brand	EB7	.549	0.254	Valid
Employer Brand	EB8	.810	0.254	Valid
Employer Brand	EB9	.748	0.254	Valid
Employer Brand	EB10	.679	0.254	Valid
Employee Benefits	BNF1	.657	0.254	Valid
Employee Benefits	BNF2	.766	0.254	Valid
Employee Benefits	BNF3	.685	0.254	Valid
Employee Benefits	BNF4	.796	0.254	Valid
Employee Benefits	BNF5	.806	0.254	Valid
Career Development	CDV1	.876	0.254	Valid
Career Development	CDV2	.823	0.254	Valid
Career Development	CDV3	.869	0.254	Valid
Career Development	CDV4	.834	0.254	Valid
Intention to Apply	ITA1	.712	0.254	Valid
Intention to Apply	ITA2	.778	0.254	Valid
Intention to Apply	ITA3	.811	0.254	Valid
Intention to Apply	ITA4	.780	0.254	Valid

Variable	Item	r-value	r-table	Verdict
Intention to Apply	ITA5	.768	0.254	Valid

Reliability Test

Variable	Cronbach's Alpha	N of Items	Verdict
Corporate Social Responsibility	.803	6	Reliable
Employer Brand	.893	10	Reliable
Employee Benefits	.795	5	Reliable
Career Development	.869	4	Reliable
Intention to Apply	.811	5	Reliable

All items are valid ($r\text{-value} > 0.254$) and all constructs are reliable ($\text{Cronbach's Alpha} > 0.70$).



Appendix 6. Classical Assumption Test

Normality Test (Unstandardised Residual)

Test	Statistic	df	Sig.
Kolmogorov-Smirnov (Lilliefors)	.127	60	.018
Shapiro-Wilk	.917	60	<.001

The mild departure from normality is addressed by the Central Limit Theorem ($N = 60$) and a 1,000-sample bootstrap.



Appendix 7. Hypothesis Test

F Test (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	20.912	4	5.228	31.501	<.001
Residual	9.128	55	.166		
Total	30.039	59			

t Test (Coefficients)

Predictor	B	Std. Error	Beta	t	Sig.
(Constant)	.399	.427	-	.935	.354
Corporate Social Responsibility	-.156	.127	-.128	-1.229	.224
Employer Brand	.214	.224	.170	.958	.342
Employee Benefits	.314	.156	.282	2.011	.049
Career Development	.497	.128	.514	3.885	<.001

Dependent variable: Intention to Apply.

Bootstrap 95% Confidence Intervals (1,000 samples)

Predictor	B	Boot Sig.	CI Lower	CI Upper	Result
Corporate Social Responsibility	-.156	.188	-.387	.094	Not significant
Employer Brand	.214	.340	-.272	.873	Not significant
Employee Benefits	.314	.074	-.044	.651	Borderline
Career Development	.497	.006	.079	.766	Significant

Appendix 8. Coefficient of Determination

Model	R	Adjusted R Square	Std. Error of the Estimate
1	.834	.674	.40738

Predictors: (Constant), Career Development, Corporate Social Responsibility, Employee Benefits, Employer Brand. Dependent variable: Intention to Apply. The adjusted R Square of .674 indicates the four predictors explain about 67.4% of the variance in intention to apply.

