

## REFERENCE

- Ajzen, Icek and Fishbein, Martin. (1977). Attitude-Behavior Relations: A Theoretical Analysis and Review of Empirical Research. *Psychological Bulletin*. Vol. 84.
- Almıaçık, Esra, Almıaçık, Ümit, Erat, S., and Akçin, K. (2014). Attracting Talented Employees to the Company: Do We Need Different Employer Branding Strategies in Different Cultures? *Procedia - Social and Behavioral Sciences*, 150.
- Ambler, T. and Barrow, S., (1996). The employer brand. *Journal of brand management*, Vol. 4, No. 3, pp.185-206.
- Amelia, N., & Nasution, R. A. (2016). Employer branding for talent attraction in the Indonesian mining industry. *International Journal of Business*, Vol. 21, No. 3.
- Andert, D., (2011). Alternating leadership as a proactive organizational intervention: Addressing the needs of the Baby Boomers, Generation Xers and Millennials. *Journal of Leadership, Accountability, and Ethics*, Vol. 8, No. 4, pp
- Backhaus, K. and Tikoo, S. 2004. Conceptualizing and Researching Employer Branding. *Career Development International*. Vol. 9, No. 5, pp.
- Berthon, P., Ewing, M. and Hah, L.L., 2005. Captivating company: dimensions of attractiveness in employer branding. *International journal of advertising*, vol. 24, No.2, pp.151-172.
- Bhatnagar, J., & Srivastava, P. (2008). Strategy for staffing: Employer branding & person organization fit. *Indian Journal of Industrial Relations*, 35-48.
- Boamah, S. A., & Laschinger, H. (2016). The influence of areas of worklife fit and work-life interference on burnout and turnover intentions among new graduate nurses. *Journal of Nursing Management*, Vol. 24, no.2.
- Cable, D. and Turban, D. 2001. Establishing The Dimensions, Sources And Value of Job Seekers' Employer Knowledge During Recruitment. *Research in Personnel and Hum*
- Collins, C. and Stevens, C. 2002. The Relationship between Early Recruitment Related Activities and the Application Decisions of New Labor-Market Entrants: A Brand Equity Approach To Recruitment. *Journal of Applied Psychology*. Vol. 87, No. 6, pp.
- Ekwoaba, Joy O., Ugochukwu, .U. Ikeje, N. U. (2015). The impact of recruitment and selection criteria on organizational performance. *Global Journal of Human Resource Management*, 3(2), 22–33.

<https://doi.org/10.1017/CBO9781107415324.004>

- Gilani, H., and Cunningham, L. (2017). Employer branding and its influence on employee retention: A literature review. *The Marketing Review*, Vol. 17, No. 2.
- Hur, Y., 2012. Evaluation of employer branding on hospitality and tourism management students' perceptions of future employers, Indiana: Perdue University.
- Jain, N. and Bhatt, P. (2015), "Employment preferences of job applicants: unfolding employer branding determinants", *Journal of Management Development*, Vol. 34, No. 6, pp.
- Kaifi, Belal and Nafei, Wageeh & Khanfar, Nile and Kaifi, Maryam. (2012). A Multi-Generational Workforce: Managing and Understanding Millennials. *International Journal of Business and Management*. Vol. 7.
- Kaiser, M., and Regjepaj, A. (2019). Impact of Employer Branding on Employee Commitment and Satisfaction Moderated by Generation X and Y. *International Business and Marketing*.
- Kalyankar, D., Bakshi, S., and Dr.Mathur, N. (2014). Abhinav National Monthly Refereed Journal of Research in EMPLOYER BRANDING AND ITS IMPORTANCE IN Abhinav National Monthly Refereed Journal of Research In. Vol. 3, No.5.
- Kucherov, Dmitry and Samokish, Violetta. (2016). Employer brand equity measurement. *Strategic HR Review*. 15.
- Kreitner, Robert (Bob). (2003). *Perilaku Organisasi*. Jakarta: Salemba Empat
- Levitt, J., 1980. Responses of plants to environmental stresses. Water, radiation, salt, and other stresses, Vol. 2.
- Lievens, F. and Highhouse, S., 2003. The relation of instrumental and symbolic attributes to a company's attractiveness as an employer. *Personnel psychology*, Vol. 56, No. 1, pp.
- Maheshwari, V., Gunesh, P., Lodorfos, G. and Konstantopoulou, A., 2017. Exploring HR practitioners' perspective on employer branding and its role in organisational attractiveness and talent management. *International Journal of Organizational Analysis*.
- Maurya, K.K. and Agarwal, M., 2018. Organisational talent management and perceived employer branding. *International Journal of Organizational Analysis*.
- Maxwell, R., and Knox, S. (2009). Motivating employees to "live the brand": A comparative case study of employer brand attractiveness within the firm. *Journal of Marketing Management*, Vol. 25, No. 9–10.

- Mosley, R. W. (2007). Customer experience, organisational culture and the employer brand. *Journal of brand management*, vol. 15, no. 2, 123-134.
- Purusottama, A. and Ardianto, A., 2019. The dimension of employer branding: attracting talented employees to leverage organizational competitiveness. *Jurnal Aplikasi Manajemen*, Vol. 17, No. 1, pp.118-126.
- Rampl, L.V. and Kenning, P., (2014). Employer brand trust and affect: linking brand personality to employer brand attractiveness. *European journal of marketing*.
- Reis, G.G. and Braga, B.M., 2016. Employer attractiveness from a generational perspective: Implications for employer branding. *Revista de Administração (São Paulo)*, Vol.51, No.1, pp.103-116.
- Rhodes, S.R., 1983. Age-related differences in work attitudes and behavior: A review and conceptual analysis. *Psychological bulletin*, Vol. 93, No. 2, p.328.
- Azmy, A. (2018). Recruitment Strategy to Hire The Best People for Organization. *Journal of Management and Leadership*, 1(2), 1–16.
- Saini, G. K., Rai, P., & Chaudhary, M. K. (2013). What do best employer surveys reveal about employer branding and intention to apply? *21(2)*, 95–111. <https://doi.org/10.1057/bm.2013.10>
- Santiago, J. (2019). The relationship between brand attractiveness and the intent to apply for a job A millennials ' perspective. <https://doi.org/10.1108/EJMBE-12-2018-0136>
- Widyaningsih, M. (2016). The effect of material, social and activities compensations toward work performance using organizational commitment as the mediator. *Shirkah: Journal of Economics and Business*, 1(1), 23-46.