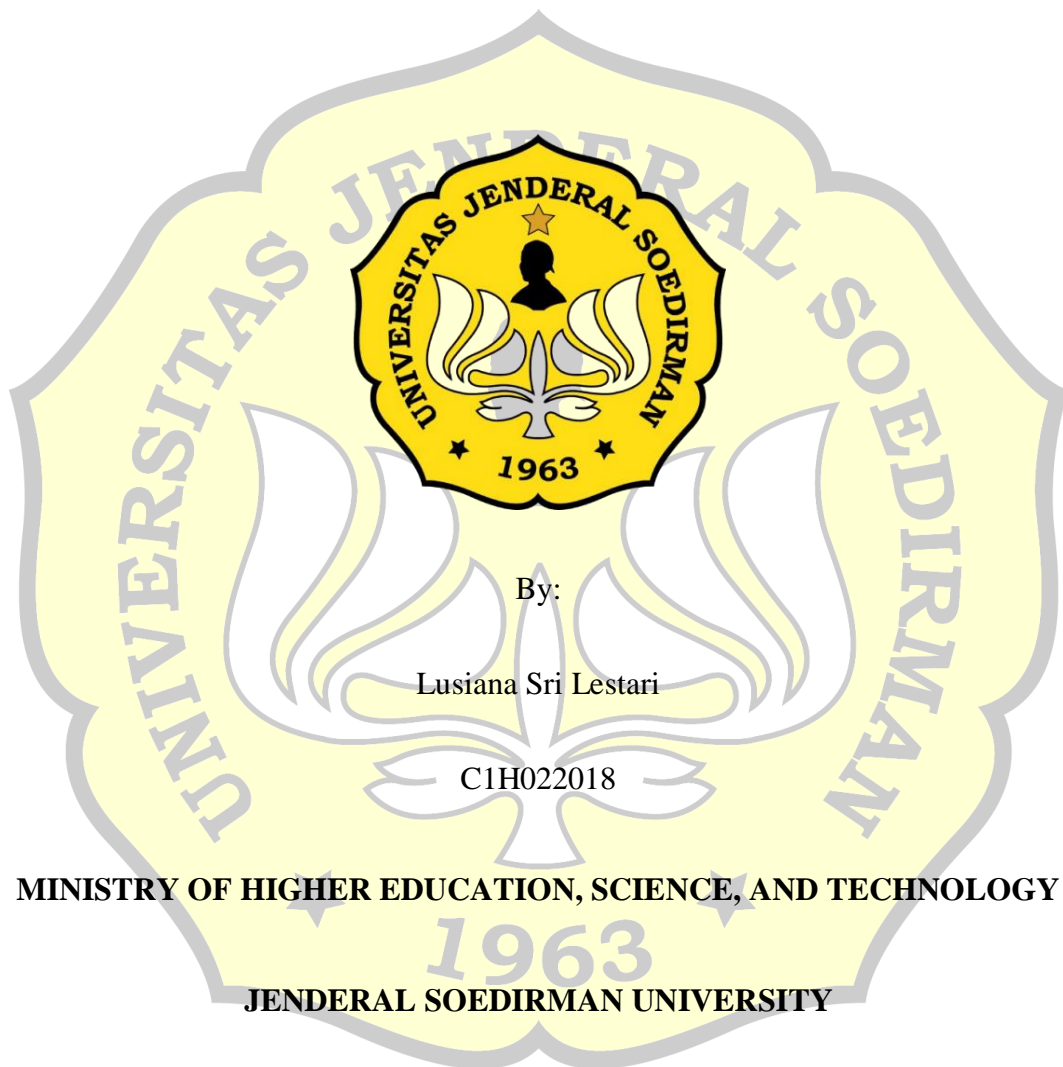


THESIS

**EFFECT OF EMPLOYER BRANDING ON INTENTION TO APPLY: THE
MEDIATING ROLE OF ORGANIZATIONAL ATTRACTIVENESS**

(EMPIRICAL STUDY ON GENERATION Z ON TIKTOK)



By:

Lusiana Sri Lestari

C1H022018

MINISTRY OF HIGHER EDUCATION, SCIENCE, AND TECHNOLOGY

JENDERAL SOEDIRMAN UNIVERSITY

FACULTY OF ECONOMICS AND BUSINESS

DEPARTMENT OF INTERNATIONAL MANAGEMENT

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