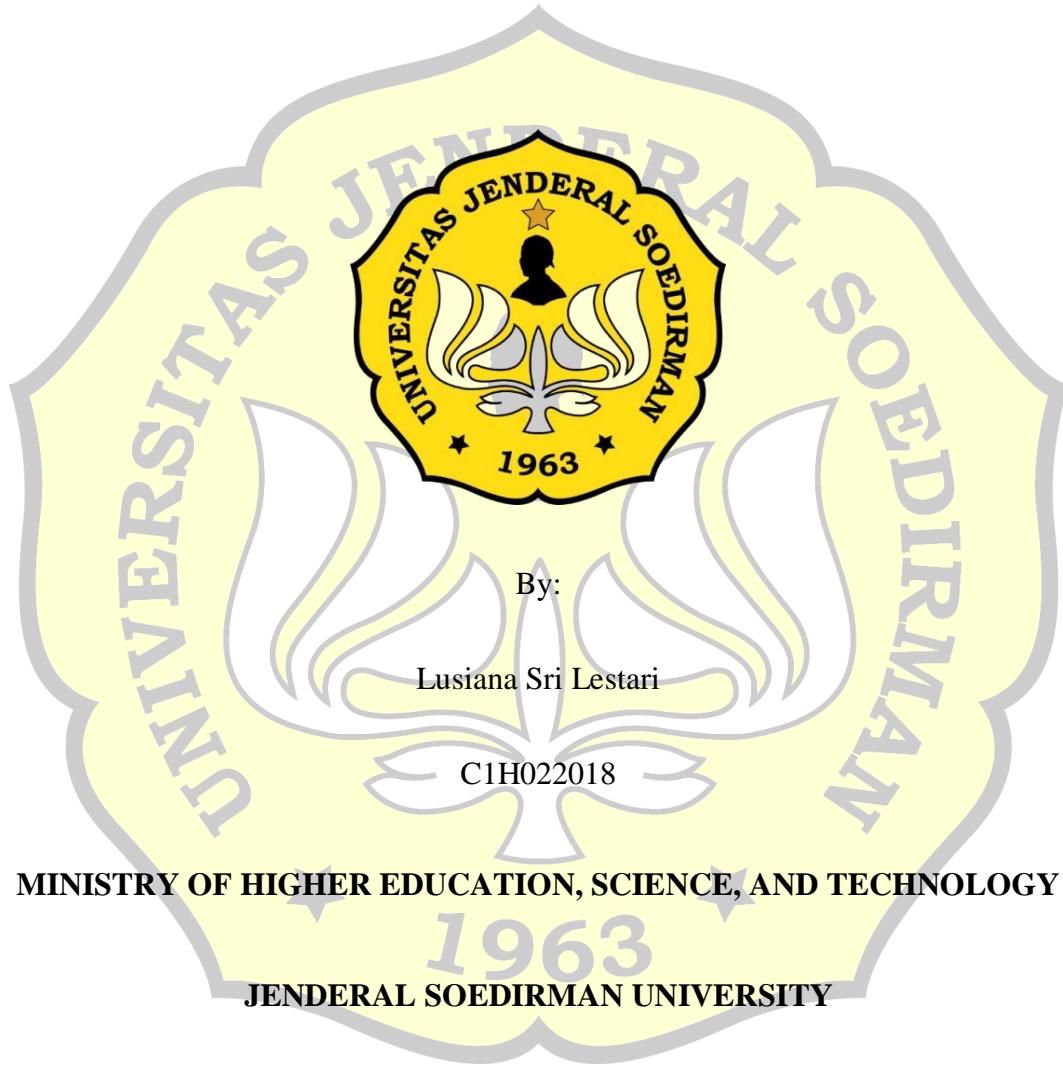


THESIS

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

(EMPIRICAL STUDY ON GENERATION Z ON TIKTOK)



2026