

Perceived Credibility Information on Social Media of Corporate Brand Reputation and Its Impact on Jobseeker Intention to Apply

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ABSTRACT

Corporate brand reputation is an essential stimulus on creating the perception of the jobseekers. This research examines the link between corporate brand reputation, perceived credibility information, and job seekers' intention to apply in the context of human resources practice. This research uses structural equation modeling to analyze the measurement and structural model. The questionnaire instrument developed is then distributed to the questionnaire using an online survey approach in Indonesia. A total of 226 responses were obtained, and 218 responses were considered valid. The result shows that most hypotheses are significant, except the product and service quality insignificantly affected the intention to apply. Therefore, several suggestions related to increasing the job seeker's intention based on the corporate brand reputation by accessing the corporate's credible information through social media are necessary for intention to apply.

JEL Classification: D83, M14, M15, M37, M51

Keywords: corporate brand reputation, social media, perceived information credibility, intention to apply, S-O-R

I. INTRODUCTION

Corporate branding reputation can become an appropriate strategy for an organization in influencing consumer perception (Bamfo et al., 2018). Recently, branding activities have expanded to encompass consumers and other stakeholders, especially their relationship with employees (Garas et al., 2018). Thus, the branding carried out by an organization is often associated with the link between the organization's reputation and human resources practices, mainly for recruitment purposes (Cable and Turban, 2003). In the practice of human resources, corporate branding reputation is used to develop good perception and increasing jobseeker intention so that the job seeker has a solid motivation to seek credible information about the firm (Wei et al., 2016). Prior research has developed a theory of corporate branding reputation associated with perception development (Banerjee et al., 2020), human resources practices (Maheshwari et al., 2017), and recruitment (Khalid and Tariq, 2015). Those researches further evolved by developing the jobseeker perception of corporate branding reputation.

Social media is about interacting, exchanging ideas, and sharing information through virtual networking using technology. In recent years, social media has become one of the means to seek credible information. People's trust in social media is increasing, along with the level of communication and credibility conveyed through social media (Zha et al., 2018). Social media is not only used by society (Hemsley et al., 2018), government (Khan, 2017), organization (Tajudeen et al., 2018), and firm in seeking information, yet the jobseeker utilizes social media to seek the information about the firm that interest them. For this reason, many job seekers use social media to find credible information about corporate (Cooley and Parks-Yancy, 2019). By increasing those activities, the firm may utilize social media to increase corporate branding. Thus, social media disseminating credible information of a company must be attractive and truthful and influence the job seeker's perception of corporate. Therefore, the interaction between employer and jobseeker on social media that applied through corporate branding reputation can be one of the company's strategies in increasing the intention of jobseeker to apply and become part of the company (Gupta and Saini, 2020; Hoang et al., 2020).

Corporates can utilize various sources of information to build their branding, and corporate communication can be used to develop a reputation of an organization (Törmälä and Gyrd-Jones, 2017). When the information becomes necessary, social media's credibility information plays an essential role in influencing jobseeker perception (Cooley and Parks-Yancy, 2019). This current research employs the concept of stimulus-organism-response (S-O-R) to conceive factors affecting the validity of perceived information credibility. The concept of S-O-R points to the environmental cues that influence the person for their evaluation towards information on particular activities, which eventually affect the person's behavior. In other words, through the S-O-R concept the corporate branding reputation can be a factor that stimulates the jobseeker's intention as a response of seeking a credible information. Furthermore, jobseeker intention to obtain credible information about the company will mediate through social media. This research was organized by analyzing the literature and defining intention, corporate brand reputation, and perceived credibility information on social media. They further introduced the conceptual framework and hypothesis and analyzed each variable with the corporate brand study to attract jobseeker for a company. Finally, the last part of this research summarizes the main contribution, the limitation of the research, theoretical and

practical implications, and direction for future research.

II. LITERATURE REVIEW

A. Stimulus-Organism-Response (S-O-R) Framework

Mehrabian and Russel (1974) elucidated the concept of S-O-R to understand the link between environment and social behavior. The S-O-R framework assumes that several perceived environmental cues (stimuli) cause a fellow's internal evaluation (organism), which eventually affect a person's behavior associated with the organism (Jiang et al., 2010). Prior research has examined the concept of S-O-R in some contexts, such as marketing (Wang et al., 2019), social media (Zha et al., 2018), corporate brand (Anisimova et al., 2019), communication (Sultan et al., 2021), etc. Thus, we considered that the concept of S-O-R is appropriate to espouse our research, theoretically or practically. Furthermore, most of the research uses the concept of S-O-R to discuss consumer behavior. However, research that analyzes the information credibility on social media using the concept of S-O-R is still scarce. Based on the concept of S-O-R, we evolve a model that investigates how corporate brand reputation (stimuli) causes the individual perceived information (organism), which eventually affects the job seeker's intention to apply (response) to the organization.

B. Corporate Brand Reputation

In the organization, corporate reputation is a part of the company's social identity and contributes to organizational performance and corporate sustainability (Rao, 1994). Literature proposed that corporate brands refer to corporate identity, reputation, and image (Dunnion and Knox, 2004; Muzellec, 2006; Richard, 2010; Saini et al., 2014; Balmer et al., 2020). Those researches developed a challenge for corporations to seek the value of the company in supporting its reputation. As part of the corporate brand, corporate reputation can be said to communicate with its stakeholders. Therefore, corporate brand reputation requires a holistic approach, where the corporate will be affected by all organization members' brand identity (Harris and de Chernatony, 2001). Reputation is also associated with brand equity (Aaker, 2004) and credibility (Herbig et al., 1994). Bennett and Rentschler (Bennett and Rentschler, 2003) revealed that brand reputation is related to the image that refers to the value developed by the public towards an organization that formed over a long time, consistent, and reliable. The corporate image can influence corporate credibility in reaching the internal and external, such as customers, employees, and media (Tang, 2007), and reputation is a tangible asset of a corporation (Gök and Özkaya, 2011).

Customer-based reputation in a corporate is an overall evaluation of customers based on their feedback on the product, services, communication, or stakeholders' interaction towards corporate (Walsh and Beatty, 2007). Thus, corporate advised developing their reputation. The increasing corporate brand reputation provides a corporate's competitive advantage in recruiting because the corporate can communicate the reputation to prospective applicants who may have no information about its corporate (Gupta and Saini, 2020). According to Fombrun and van Riel (1997), the corporate reputation dimension consists of a good employer, product and services, a reliable and

financially strong company, customer orientation, and social and environmental responsibility. We composed good employer (Banerjee et al., 2020) and product and service quality to examine the link with the job seeker's intention to apply (Wilden et al., 2010). Further, we assumed that corporate brand reputation could increase the jobseeker perception towards corporates. Prior research stated that corporate reputation positively affects and increases the jobseeker's intention to apply in a corporate (Gupta and Saini, 2020).

C. Perceived Credibility Information on Social Media

Social media has plenty of contribution to the development of information nowadays. Social media were recognized as a part of strategic communication in fulfilling the organization's missions and adopted in various disciplines, including marketing communication (Duffett, 2017), finance (Li et al., 2021), investment (Grizane and Jurgelane, 2017), public relations (Al-Kandari et al., 2019), and organizational communications (Krzyżanowski, 2018). Communication conveyed by an organization is in the form of information. The information presented through social media. Information revealed on social media can affect the reader's perception. Corporations may not ignore the potential of social media as their communication channel to customers. Social media by a corporation can contribute to maintaining the desired reputation because, in social media, the interactive relationship is unlimited among stakeholders (Lariscy et al., 2009; Yang and Lim, 2009). Several studies stated that information conveyed through social media increases the corporate value to be more transparent and communication tools among stakeholders (Füller et al., 2010; Avery and Graham, 2013; Kent, 2013).

The credibility of information on social media affects the user's activities in accessing the information. Social media users will keep seeking the information needed even though the credibility information appears unreliable (Syn and Kim, 2013). Through social media, users tend to access and accept the information that attracts them. Information that is not credible can be considered false information or hoax (Assiroj et al., 2019). Thus, social media users need more than one source to access the information. Allcott and Gentzkow (2017) revealed that besides the credible information, specify the social media platform in providing the information is necessary. Selecting the uncredible social media platform in providing the information may harm the corporation since the information inaccurate, the false information provided can be misleading (Jack, 2017). The prior study mentioned that the credible information obtained through social media could increase jobseeker intentions (Muduli and Trivedi, 2020).

H1_{a, b}: Corporate brand reputation (Good Employer, Product and Service Quality) positively influence perceived credibility information

D. Intention to Apply

Corporate efforts to recruit the jobseeker can equate with the corporate efforts to attract consumers to purchase the product or use the services (Cable and Turban, 2001). The corporate can communicate their information by developing the perception and intention of jobseeker (Collins and Stevens, 2002). Communication aims to influence the job seeker's knowledge (Cable and Turban, 2001) to convince the jobseeker to become a part

of the organization (Gupta and Saini, 2020; Hoang et al., 2020).

Communicating the corporate information can be utilized to influence the jobseeker's belief (Collins and Stevens, 2002). Aiman-Smith et al., (2001) argue that intention to apply is the willingness of the jobseeker to seek more information related to the corporation and believe that the corporate is an appropriate corporate to work with. Cable and Turban (2001) revealed that three factors influence a job seeker's to seek information about targeted corporate, namely the job seeker's knowledge about the corporation, the credibility of the information, and the job seeker's attractiveness. Therefore, we conclude that applying for a job needs to be developed by seeing the job seeker's attractiveness towards the corporation through credible information, and corporate can communicate the information through various platforms, one of which is social media.

H2_{a, b}: Corporate brand reputation (Good Employer, Product and Service Quality) positively influence jobseeker intention to apply

H3: Perceived credibility information on social media positively influence the jobseeker intention to apply

III. RESEARCH METHOD

A. Measurement Items and Questionnaire Development

This study uses an S-O-R approach (Mehrabian and Russel, 1974) to investigate corporate brand reputation (good employer and product and service quality) (S), perceived credibility of information in social media (O), and intention to apply (R). The S-O-R approach integrates the company's human resource variables as a decision-making process to apply to a company. Thus, through the S-O-R model, the job seeker decision-making process for a company will be known based on the components discussed in this study. This study uses variable measurements that the results of previous studies have found, (1) good employer (Wispé, 1986) consists of 6 items, (2) product and service quality (Rob and Segikuchi, 2001) consists of 4 items, (3) perceived credibility information in social media (Li and Suh, 2015) consists of 4 items, and, (4) intention to apply (Highhouse et al., 2003) consists of 5 items. Thus, the total measurement items used to measure all variables are 19 items. Furthermore, the data collection instrument used in this study was a questionnaire instrument, using a 7-Likert scale.

Associated to the stated purposed, this research will focus on several factors: corporate brand reputation, perceived information on social media, and intention to apply (shown in Figure 1).

B. Data Collection and Sample Demographics

The questionnaire instrument developed is then distributed to the questionnaire using an online survey approach. Data collection with online surveys conducted using google forms is distributed to respondents using social media such as WhatsApp, Facebook, Gmail. A total of 226 responses were obtained, and 218 responses were considered valid. The validity of this response was conducted to screen questionnaire data that was incomplete and deemed not to meet the criteria as a valid response based on the research

	Multinational Company	34	16%
	Start-up Company	8	4%
	Military	2	1%
Social Media	Instagram	44	20%
	Facebook	12	6%
	LinkedIn	67	31%
	Job Vacancy Forum	86	39%
	Wikipedia	5	2%
	YouTube	3	1%
	Twitter	1	0%

C. Data Analysis

This research uses structural equation modeling to analyze the factor analysis and structural model. The software Smart-PLS 2.0 was employed to do the analysis. The stages held in this research consist of: first, measurement model analysis with construct validity and discriminant validity method. Second, hypothesis testing. Next, the result is discussed in detail in this research.

IV. RESULT AND DISCUSSION

A. Measurement Model

The measurement model in this result was conducted in 2 stages. First, to examine the construct and discriminant validity. To examine the construct validity as the basis of validity testing and the criteria used are factor loadings ≥ 0.70 and Cronbach's alpha ≥ 0.70 . The result of the construct validity test is shown in Table 2.

Table 2
Construct Validity

Variables	Indicators	Factor Loadings	Cronbach's Alpha
Good Employer	GE.1	0.859	0.923
	GE.2	0.838	
	GE.3	0.875	
	GE.4	0.903	
	GE.5	0.821	
	GE.6	0.803	
Product and Service Quality	PSQ.1	0.872	0.927
	PSQ.2	0.913	
	PSQ.3	0.916	
	PSQ.4	0.922	
Perceived Credibility Information	PCI.1	0.806	0.879
	PCI.2	0.902	
	PCI.3	0.913	
	PCI.4	0.803	
Intention to Apply	ITA.1	0.794	0.857
	ITA.2	0.802	
	ITA.3	0.751	
	ITA.4	0.792	
	ITA.5	0.844	

Second, discriminant validity was conducted to test the measurement model. Criteria used to examine discriminant validity is the criterion of Fornell and Larcker (1981), which examines the AVE square root matrix on the correlation between variables observed in this research. If the AVE square root is excellent, then the validity is met (Fornell and Larcker, 1981). Meanwhile, the composite reliability (CR) value ≥ 0.70 and average variance extracted (AVE) ≥ 0.50 are suggested to meet the discriminant validity criteria. The discriminant validity result is shown in Table 3.

B. Structural Model

The structural model in this research was conducted to examine the link between structural and hypothesis research. The test shows that the r-square value of perceived credibility information on social media is 0.347, and jobseeker intends to apply 0.0427. Thus, it can be concluded that variables in the structural model have explanatory power to explain the structural link developed in this research model (Figure 2).

The result of the structural model test can be seen in Table 4, which indicates that (1) the hypothesis of the good employer on intention to apply ($T = 3.436$, $p = 0.001$) is significant, (2) the hypothesis of the good employer on perceived credibility information ($T = 3.490$, $p = 0.001$) is significant. (3) The hypothesis test of perceived credibility information on intention to apply ($T = 2.536$, $p = 0.012$) is significant. Next, the hypothesis test of product and service quality on intention to apply ($T = 0.497$, $p = 0.619$) is insignificant, while the hypothesis test of product and service quality on perceived credibility information ($T = 3.874$, $p = 0.000$) is significant.

Table 3
Discriminant Validity

	AVE	CR	GE	ITA	PCI	PSQ
GE	0.724	0.940	0.851			
ITA	0.635	0.897	0.561	0.797		
PCI	0.736	0.917	0.587	0.470	0.858	
PSQ	0.821	0.948	0.682	0.454	0.610	0.906

Note: GE- Good Employer, ITA- Intention to Apply, PCI- Perceived Credibility Information, PSQ- Product and Service Quality. AVE square root represented on diagonal value and the rest represent the correlation among variables.

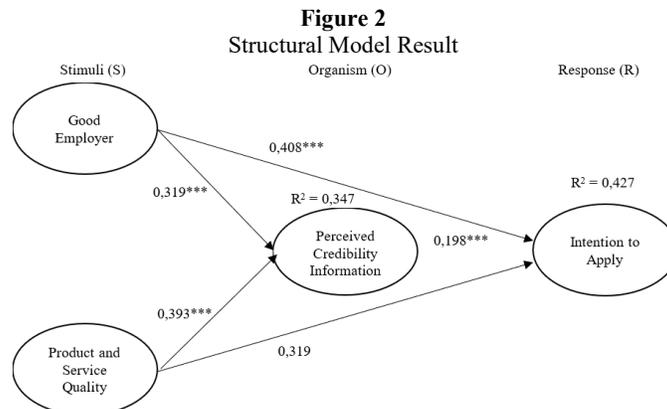


Table 4
Hypothesis Result

Parameters	Path Coefficients	T Statistics	P-Values	Decision
GE → ITA	0.408	3.436	0.001	Supported
GE → PCI	0.319	3.490	0.001	Supported
PCI → ITA	0.198	2.536	0.012	Supported
PSQ → ITA	0.055	0.497	0.619	Unsupported
PSQ → PCI	0.393	3.874	0.000	Supported

V. CONCLUSION

A. Theoretical Implication

According to Milgrom and Roberts (1982), Corporate brand reputation is considered a reputational capital that contributes to a competitive advantage associated with the marketplace. In its development, corporate brand reputation has penetrated various practices and is not limited to the human resources practice. We extend the literature of corporate brand reputation in the context of human resources management. Following the prior scholar's research, corporate brand reputation is related to the job seeker's intention to apply (Wilden et al., 2010). Related to the research, we believed that corporate tend to benefit more if the corporate engaged in maximizing their reputation related to human resources practices, especially in the recruitment process. Our research proposes significant implications in the practice of human resources. As a result of our research, the excellent employer as a part of corporate brand reputation and perceived credible information on social media is helpful to influence the attractiveness of the jobseeker.

Furthermore, our research contributes to corporate brand reputation and perceived information on social media that influence the jobseeker's intention to apply for a job (Banerjee et al., 2020; Gupta and Saini, 2020). This research focuses on corporate brand reputation (good employee and product and service quality) and perceived credibility information on jobseeker's intention to apply to the corporate. Thus, the use of social media to provide credible information of corporate brand reputation will influence the perception of the jobseekers and contributes to the recruitment studies.

B. Practical Implication

The corporation can utilize social media in the development of technology to disseminate credible information to inform corporate brand reputation. In order to attract more candidates, corporate brand reputation activities can focus on creating the attractiveness and awareness of jobseekers by utilizing social media to lead the higher intention to apply. In contrast to the prevailing belief, we found no evidence of product and service quality to support job seekers' perception of corporate brand reputation. We conclude that product and service quality may not serve sufficient information related to the jobseeker intention and corporate brand reputation by utilizing social media to disseminate credible information to the jobseeker intention.

Through jobseekers' activities using social media to obtain credible information, the corporate can utilize it to develop a strategy related to recruitment process. Thus, corporate must consider appropriate social media to disseminate the corporate brand

reputation (i.e., Job Vacancy Forum) to attract and increase jobseekers' intention to apply to the corporate.

C. Limitation and Direction for Future Research

This study has various limitations. First, this research has investigated corporate brand reputation, perceived information credibility on social media, and intention to apply. The measurement of good employee and product and service quality related to corporate brand reputation has been conducted to study the relationship with the intention to apply. However, this study uses two over five corporate brand reputation dimensions to examine the relationship to apply. Therefore, future research can examine the whole dimension of corporate brand reputation expected to develop to provide more proper and more fit to measure the jobseeker's intention to apply. Thus, it can express the suitable measurement of corporate brand reputation and job seekers' perception nowadays.

Second, this study explores the interest of job seekers in the sort of firm for which they want to apply, but it does not characterize the companies based on their industries, such as manufacturing, news media, pharmacy, entertainment, construction, mining, electronics, etc. Future study might thus analyze the jobseeker's intention by specifying the industrial sectors. Third, the researchers use control variables such as gender, age, marital status, educational level, work status, intention to apply, and social media to assess the interest of job seekers' intention to apply for jobs. However, it is only describing the respondents' attributes. Therefore, future research is expected to not only employ control variables to describe the respondents' attributes but also to undertake more in-depth analyses.

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