



Proceeding – ICAMEB

International Conference on Accounting, Management, Entrepreneurship and Business (ICAMEB)

The Influence of Employer Branding on Job Application Interest among Generation Z in the Special Region of Yogyakarta

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Abstract –

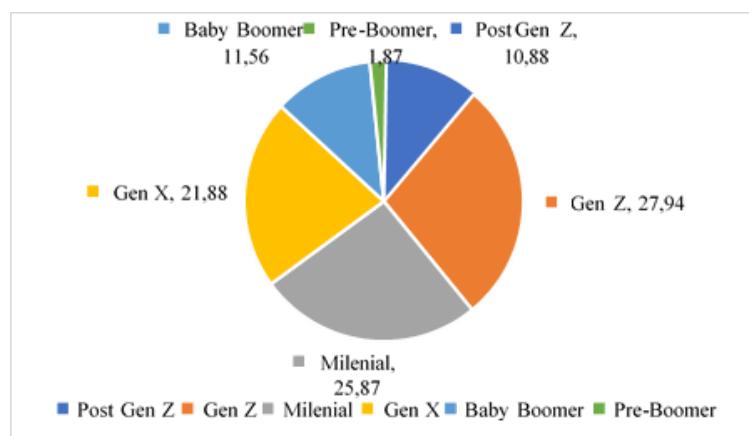
Abstract This study aims to determine the influence of employer branding on job application interest among Generation Z in the Special Region of Yogyakarta. The background of this research is the increasing competition in recruiting competent workers in the labor market, a phenomenon known as the "War for Talent." This competition compels companies to develop effective strategies to attract top candidates, especially as Generation Z is starting to dominate the labor market. Generation Z refers to individuals born between 1997 and 2012. This generation is known for its unique characteristics and strong attachment to technology and digital information, which significantly influence how they search for and choose jobs. Therefore, it is crucial for companies to understand the factors that affect Generation Z's interest in applying for jobs. One key factor considered by Gen Z when applying for jobs is employer branding. Employer branding refers to the public perception of a company, including its reputation, uniqueness, and brand value compared to other companies. Strong employer branding helps companies attract high-quality candidates and retain existing employees. This study uses a quantitative approach with primary data as the source. The population of this research is Generation Z individuals in the Special Region of Yogyakarta, with a sample size of 100 respondents. The data were analyzed using simple linear regression analysis. The results of this study indicate that Employer Branding (X) has a positive and significant effect on Job Application Interest (Y) among Generation Z in the Special Region of Yogyakarta. This is evidenced by a significance value of $0.000 < 0.05$ and a t-value of $4.127 > t\text{-table} (1.984)$. These findings indicate that strong employer branding or a positive corporate image can enhance Generation Z's interest in applying for jobs.

Keywords – *Employer Branding, Job Application Interest*

I. INTRODUCTION

Resources (HR) constitutes a crucial organizational element, serving as the primary support mechanism in executing various operational and strategic activities. Within increasingly competitive business environments, organizations require workforce capabilities possessing necessary competencies, potential, and outstanding talent to achieve organizational objectives. Human resource management bears significant responsibility throughout recruitment processes to attract and select individuals with optimal qualifications to fill appropriate organizational positions (Ramadhan, 2023). Competition in recruiting superior talent intensifies progressively, with growing demand for competent workers leading organizations into situations characterized as the "war for talent." This terminology was initially introduced by McKinsey & Company in 1997 (Purborini & Basid, 2022). This condition describes competitive dynamics among organizations to attract, retain, and develop the most skilled employees within labor markets (Hakam et al., 2024). The war for talent drives organizational competition in recruiting exceptional talent aligned with business needs amid abundant individuals available in labor markets. Confronting these conditions, organizations need to develop innovative and effective strategies to attract workers with appropriate skills, enabling them to win competition for top talent (Ferdian Adyaksa & Nurlaela Arief, 2024). Organizations need to understand factors influencing potential candidates' interest in applying for employment positions. To attract job seekers, organizations must design various effective strategies to increase applicant numbers. With larger applicant pools, organizations have greater opportunities for screening and selecting optimal candidates, thereby recruiting competent employees who align with organizational needs (Salsabila & Achmad, 2025).

In recent years, the employment world has been marked by the arrival of new faces who frequently think and work in different ways. They are Generation Z, or Gen Z, a generation that grew up in the internet and technology era. Gen Z's entry into the workforce has had significant impact, particularly in how they view work, workplace culture, and desired work environments. Gen Z has a unique perspective on work, prompting many organizations to adapt in order to attract and retain this young talent (Yusa & Dharma, n.d.). Currently, organizations are faced with a phenomenon where candidates entering the workforce are predominantly from Generation Z. Generation Z is predicted to dominate the workforce. According to the 2020 population census data by Badan Pusat Statistik (BPS) shown in the following visualization:



Source: 2020 Population Census, Badan Pusat Statistik (BPS).

Figure 1. Composition of Indonesia's Population by Generation (percent)

Gen Z dominates the population in Indonesia. In the data released, Generation Z, born between 1997 and 2012, dominates with a population of around 74.93 million, or 27.94% of the total population. This is followed by millennials, born between 1981 and 1996, who number around 69.38 million people, with a percentage of 25.87%. This generation is the second largest population group. Generation X, which includes those born between 1965 and 1980, follows with a population of around 58.65 million people. Meanwhile, the older age group, namely Baby Boomers, who were born between 1946 and 1964, have a population of around 31.01 million people. In addition, the post-Generation Z and Pre-Boomer groups comprise 29.17 million and 5.03 million people, respectively. Based on data from (Kesumahurip, Paramanda, & Pramuswi, 2025), the number of young people aged 15-24 who were NEET (Not in Education, Employment, or Training) in 2024 in 6 provinces on the island of Java is as follows:

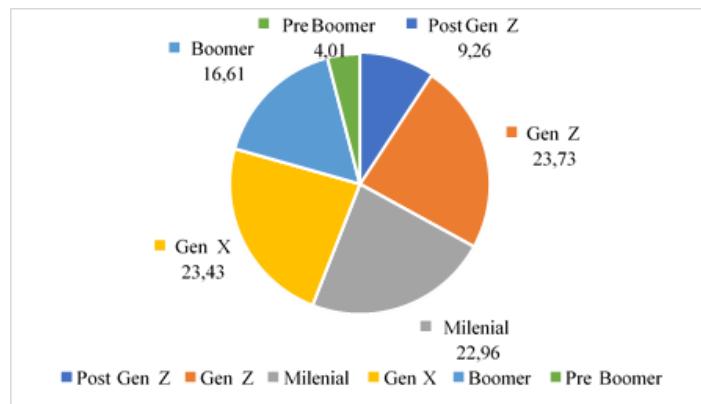
TABLE I. PERCENTAGE OF YOUNG PEOPLE (15-24 YEARS OLD) WHO ARE NEET

Province	Percentage of young people (aged 15-24) who are NEET
	2024
DKI Jakarta	15,19 %

Jawa Barat	23,49 %
Jawa Tengah	17,93 %
DI Yogyakarta	11,18 %

Source: Badan Pusat Statistik (2025).

Among the six provinces on the island of Java, DIY has the lowest percentage at 11.18 percent. This demonstrates that more Gen Zers in the province of DIY are attending school, working formally or informally, or participating in training programs. This means that approximately 88.8% of Gen Z in DIY are actively pursuing education, working, or participating in training. Therefore, studies in DIY will encounter more prospective real workers who are in the process of applying for jobs, rather than those who are economically inactive. This condition is relatively positive or suitable for further research on the interest of Generation Z in DIY in applying for jobs, as most of them are already on a productive path. In addition, the Special Region of Yogyakarta is also known as a student city that is a major destination for higher education in Indonesia. There are more than 150 universities (Kesumahurip et al., 2025). Every year, thousands of graduates leave the education system and enter the job market. This creates a very significant education-to-work transition segment to observe, namely what they consider when applying for jobs. The Special Region of Yogyakarta is one of the provinces that has made a significant contribution to the number of Generation Z in Indonesia. According to data from the BPS Population (Agustina, 2024), Generation Z accounts for 23.73% of the total population of the Special Region of Yogyakarta, which reaches 3,668,719 people. This makes the Special Region of Yogyakarta one of the provinces with a significant distribution of Generation Z. This can be seen from the following data:



Source: 2020 Population Census by Badan Pusat Statistik (BPS).
Figure 2. Population Composition of D.I. Yogyakarta by Generation (percent)

With the changing composition of the workforce, which is increasingly filled by Generation Z, organizations are required to understand this generation's expectations when looking for work. Organizations need to be able to attract Generation Z in order to obtain the best talent. According to data presented by (Agustina, 2024), as many as 45% of job seekers in Indonesia tend to search for and gather information about organizations before applying for a job. This is in line with the characteristics of Generation Z, which has a close connection with information technology and digital media. Therefore, organizations need to formulate strategies and identify factors that influence Generation Z's intention to apply for a job or interest in applying for jobs in DIY, so that organizations can appear attractive and increase Generation Z's tendency to apply for jobs at these organizations. An individual's interest in performing a certain behavior, including applying for a job, can be influenced by various psychological and social factors. One theory that is relevant to explaining this phenomenon is the Theory of Planned Behavior (TPB) developed by Ajzen in 1991. This theory states that a person's intention to perform a certain behavior is influenced by three main components, namely attitude toward behavior, subjective norms, and perceived behavioral control (Hakam et al., 2024). In this case, employer branding can influence Generation Z's attitude toward an organization. If Generation Z views an organization's employer branding positively, such as good reputation and supportive work environment, and the compensation offered is competitive, they will have a positive attitude toward that organization.

The Theory of Planned Behavior provides comprehensive theoretical foundation for understanding behavioral intentions within employment application contexts. The first component, attitude toward behavior, reflects individual evaluations regarding positive or negative outcomes associated with performing specific behaviors. Within job application contexts, Generation Z individuals who perceive organizations as possessing strong employer branding characteristics including positive organizational reputation, supportive work culture, and attractive organizational values will develop favorable attitudes toward employment application behaviors. Within

the context of employer branding's influence on job application interest, the Theory of Planned Behavior elucidates that strong employer branding shapes positive attitudes toward organizations, creates favorable subjective norms through positive organizational reputation dissemination, and enhances perceived behavioral control by providing clear information about organizational culture and expectations. These three components synergistically contribute to forming behavioral intentions, which in this research context manifests as interest in applying for jobs. Therefore, organizations implementing effective employer branding strategies can systematically influence all three components of TPB, ultimately enhancing Generation Z's interest in employment applications.



Figure 3. Conceptual Framework

Based on the theoretical foundation of the Theory of Planned Behavior and considering the characteristics of Generation Z in the Special Region of Yogyakarta, this research proposes a conceptual framework examining the relationship between employer branding and job application interest. The conceptual model illustrates that employer branding, as an independent variable, directly influences job application interest as the dependent variable. Strong employer branding characterized by positive organizational reputation, distinctive organizational identity, and attractive organizational value propositionss influences Generation Z's attitudes, influences their perception of social expectations, and enhances their confidence in the application process. Consequently, these factors collectively contribute to increased interest in applying for employment positions within organizations. Therefore, this research hypothesizes: Employer branding has a positive and significant influence on job application interest among Generation Z in the Special Region of Yogyakarta.

Based on research conducted by (Hakam et al., 2024) on 80 Generation Z individuals in the Special Region of Yogyakarta, it was found that of the three factors that influence interest in applying for jobs, namely e-recruitment, social media, and employer branding, employer branding had the highest mean value, namely 4.1766, compared to social media (4.1219) and e-recruitment (3.9962). The highest mean value for employer branding indicates that among the three factors, respondents tend to give a higher value to employer branding as an influence on their interest in applying for jobs. In other words, in this sample, employer branding is considered the strongest factor in increasing the interest of Generation Z in the Special Region of Yogyakarta in applying for jobs. Employer branding encompasses an organization's ability to promote itself by showcasing a positive organizational image to potential job candidates in order to attract them to apply for jobs at the organization by exuding a unique organizational atmosphere. LinkedIn research shows that 69% of candidates do not accept job offers from organizations with negative employer branding, even if they do not have other jobs. In addition, organizations with good employer branding have a turnover rate that is up to 40% lower in the first 6 months of employment compared to other organizations (Hakam et al., 2024).

The novelty of this research lies in its specific focus on Generation Z within the Special Region of Yogyakarta context, a region characterized by the lowest NEET percentage among Java provinces and the highest concentration of higher education institutions in Indonesia. While previous studies have examined employer branding's influence on job application interest across various demographic segments and geographical locations, this research contributes unique insights by specifically targeting Generation Z individuals who are actively transitioning from education to employment within a distinctive educational and cultural environment. Furthermore, this research extends the application of the Theory of Planned Behavior in explaining the psychological mechanisms through which employer branding influences Generation Z's employment application decisions, providing theoretical contributions to understanding contemporary recruitment dynamics.

The practical contribution of this research provides actionable insights for organizations seeking to attract Generation Z talent in competitive labor markets. By identifying the extent to which employer branding influences job application interest among Gen Z specifically within the Special Region of Yogyakarta, this research offers evidence-based guidance for human resource practitioners to develop targeted employer branding strategies aligned with Generation Z expectations and preferences. Additionally, this research contributes to bridging the knowledge gap regarding regional variations in Generation Z employment preferences, acknowledging that Generation Z in educational hubs such as Yogyakarta may exhibit distinctive characteristics and expectations compared to their counterparts in other regions. Research on the influence of employer branding on interest in applying for jobs based on previous studies shows varying results. Research by (Anjani, 2024) concluded that employer branding has a positive and significant effect on job application interest.

These inconsistent findings underscore the necessity for continued empirical investigation to clarify the relationship between employer branding and job application interest across different contexts and demographic segments. Therefore, based on the comprehensive background described above, encompassing the war for talent phenomenon, Generation Z's workforce dominance, the distinctive characteristics of the Special Region of Yogyakarta as an educational center with high workforce participation rates, the theoretical foundation of the Theory of Planned Behavior, and the research gap identified in existing literature, the author is interested in researching the topic "The Influence of Employer Branding on Job Application Interest among Generation Z in the Special Region of Yogyakarta." This research aims to determine the influence of employer branding on job application interest among Generation Z in the Special Region of Yogyakarta, thereby contributing theoretical insights and practical implications for understanding and managing contemporary recruitment dynamics in increasingly competitive labor markets.

II. METHOD

This research employs a quantitative methodological approach grounded in positivism philosophy, designed to examine specific populations or samples and test hypotheses through systematic statistical analysis procedures (Prasetyo, 2024). The research population comprises Generation Z individuals, specifically those born between 1997 and 2012, residing within the Special Region of Yogyakarta, and currently engaged in employment activities. The sampling methodology implemented in this investigation utilizes non-probability sampling, specifically employing purposive sampling techniques. Given that the precise population magnitude remains unknown, sample size determination was calculated using the Cochran formula (Larasati, 2022), yielding 96.4 respondents, subsequently rounded to 100 respondents. Data collection procedures utilized questionnaire instruments distributed to respondents meeting established eligibility criteria. The questionnaire instrument employed a Likert scale measurement system with five response options: Strongly Agree (SS) assigned a numerical value of 5, Agree (S) assigned 4, Neutral (N) assigned 3, Disagree (TS) assigned 2, and Strongly Disagree (STS) assigned 1.

TABLE II. OPERATIONALIZATION OF VARIABLES

Variable	Operational Definition	Indicators	Item
Employer Branding (X)	Organizational capability to promote positive corporate image to prospective job candidates	Interest Value, Social Value, Economic Value, Development Value, Application Value	X1.1-X1.5
Job Application Interest (Y)	Individual psychological inclination to submit employment applications based on organizational attractiveness	Attention, Interest, Desire, Action	Y1-Y4

Source: Research framework, 2025

III. RESULTS AND DISCUSSION

1. Validity Test

TABLE III. VALIDITY TEST RESULTS

Variable	Item	Calculated R	Table R	Description
Employer Branding (X)	X1.1-X1.5	0.836, 0.822, 0.881, 0.847, 0.854	0.1966	Valid
Job Application Interest (Y)	Y1-Y4	0.837, 0.848, 0.829, 0.899	0.1966	Valid

Source: Primary data processed, 2025

All statement items demonstrate rhitung values exceeding rtabel (0.1966), confirming validity for research measurement purposes.

2. Reliability Test

TABLE IV. RELIABILITY TEST RESULTS

Variable	Cronbach's Alpha	N of Items	Description
Employer Branding (X)	0.902	5	Reliable
Job Application Interest (Y)	0.874	4	Reliable

Source: Primary data processed, 2025

All variables demonstrated Cronbach's Alpha values exceeding 0.60, confirming measurement instrument reliability.

3. Simple Linear Regression Analysis

TABLE V. SIMPLE LINEAR REGRESSION RESULTS

Model	B	Std. Error	Beta	t	Sig.

(Constant)	3.138	0.302	-	10.379	0.000
X	0.303	0.073	0.385	4.127	0.000

Source: Primary data processed, 2025

Regression equation: $Y = 3.138 + 0.303X$

The coefficient 0.303 indicates each one-unit increase in employer branding increases job application interest by 0.303 units.

4. t-test Results

Based on Table 5, employer branding demonstrates significant influence on job application interest (sig. 0.000 < 0.05; t-value 4.127 > t-table 1.984).

5. Coefficient of Determination

TABLE VI. COEFFICIENT OF DETERMINATION (R^2)

R	R Square	Adjusted R Square	Std. Error
0.385	0.148	0.139	0.44165

Source: Primary data processed, 2025

Adjusted R^2 of 0.139 indicates employer branding explains 13.9% of job application interest variance; remaining 86.1% explained by other factors.

DISCUSSION

Research findings demonstrate employer branding exerts positive and statistically significant influence on job application interest among Generation Z in Yogyakarta (sig. 0.000 < 0.05; t-value 4.127 > 1.984). These results support the hypothesis that stronger employer branding positively correlates with increased application interest. The positive regression coefficient (0.303) indicates meaningful practical relationships between constructs. These findings align with Theory of Planned Behavior (Ananda & Santosa, 2024), which posits behavioral intentions are shaped by attitudes toward behavior, subjective norms, and perceived behavioral control (Anjani, 2024). Employer branding influences Generation Z's attitudes by shaping perceptions of organizational attractiveness, workplace quality, and value alignment. When Generation Z perceives organizations as possessing strong employer branding including positive reputation, supportive culture, competitive compensation, and career development they develop favorable attitudes, increasing application intentions. Strong employer branding creates positive subjective norms through favorable reputation dissemination across social networks, particularly relevant for Generation Z who actively seek organizational information before applying (Nguyen Ngoc, Viet Dung, Rowley, & Pejić Bach, 2022).

These statistics underscore strategic importance as organizations compete in war for talent (Rainer, 2023) to attract Generation Z who increasingly dominate workforces (Afra, 2022). For organizations in Yogyakarta demonstrating lowest NEET percentage (11.18%) among Java provinces (Agustina, 2024) and serving as educational center with 150+ universities (Wardani & Ikhram, 2023) the region represents highly competitive talent markets. Organizations must differentiate through compelling employer branding resonating with Generation Z values. Strategies should emphasize interest value, social value, economic value, development value, and application value (Wicaksana, Sarinastiti, Syahid, & Fitri, 2021). Digital communication channels should be prioritized given Generation Z's technological orientation (Angelisa, 2023). This research extends Theory of Planned Behavior application within employment contexts among Generation Z in educational hubs, strengthening theoretical understanding of how branding strategies shape behavioral intentions. The intensifying war for talent and Generation Z's projected dominance suggest employer branding will become increasingly critical.

IV. CONCLUSIONS

Based on the test results, employer branding has a partially positive and significant effect on Generation Z's interest in applying for jobs in the Special Region of Yogyakarta. This means that the better the employer branding implemented by a company, the higher the interest of Generation Z in the Special Region of Yogyakarta in applying for jobs at that company.

Research Limitations

Based on the researcher's empirical experience during the implementation of this study, several limitations were identified. The limitations of this study are as follows:

1. This study was only conducted on Generation Z residing in the Special Region of Yogyakarta, so the results cannot necessarily be generalized to other regions with different demographic characteristics.
2. Data was collected only through questionnaires, so there is a risk of perception bias or a lack of insight into the respondents' motives for answering.
3. This study only used one independent variable, namely employer branding. In fact, interest in applying for a job can also be influenced by other factors such as company reputation, work environment, career development opportunities, and organizational culture.

Recommendations

Based on the findings of this study, the following recommendations can be made:

1. For future research, it is recommended to expand the research area to other regions so that the results are more representative and can be generalized more broadly.
2. It is recommended to use other research methods, such as qualitative or mixed methods, or to combine other data collection techniques such as interviews. This is so that the answers obtained are not limited to questionnaire figures, but also reflect a deeper understanding of the perceptions, motivations, and considerations of respondents in answering questions.
3. Future research could include additional variables such as Work Environment, Job Security, and Organizational Culture to provide a more comprehensive picture of the factors that influence interest in applying for jobs. This would provide a more comprehensive understanding of the factors that influence Generation Z's interest in applying for jobs.

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