PENGARUH REPUTASI PERUSAHAAN DAN *E- RECRUITMENT* TERHADAP MINAT MELAMAR KERJA GENERASI Z DI KABUPATEN BULELENG

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ABSTRAK

Penelitian ini dirancang untuk menguji pengaruh berbagai variabel pada minat melamar kerja generasi Z di Kabupaten Buleleng. Detail dari analisis ini mencakup: (1) pengaruh reputasi perusahaan terhadap minat melamar kerja, (2) pengaruh e-recruitment terhadap minat melamar kerja, serta (3) pengaruh sinergis antara reputasi perusahaan dan e-recruitment terhadap minat melamar kerja. Penelitian ini menggunakan teknik kuantitatif dengan menggunakan generasi Z di Kabupaten Buleleng sebagai partisipan. Dalam penelitian ini, reputasi perusahaan, e-recruitment, dan minat melamar kerja dikenal sebagai objek penelitian. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dengan jumlah sampel 110 responden. Pengumpulan data menggunakan angket atau kuesioner yang disebarkan melalui Google Formulir. Analisis data dilaksanakan dengan menggunakan metode analisis regresi linier berganda. Hasil studi ini mengungkapkan beberapa temuan penting, yaitu: (1) reputasi perusahaan berpengaruh secara positif dan signifikan terhadap minat melamar kerja, (2) e-recruitment berpengaruh secara positif dan signifikan terhadap minat melamar kerja, (3) reputasi perusahaan dan e-recruitment secara bersama-sama berpengaruh terhadap minat melamar kerja.

Kata kunci: minat melamar kerja, reputasi perusahaan, *e-recruitment,* generasi z

THE INFLUENCE OF COMPANY REPUTATION AND E-RECRUITMENT ON INTEREST IN APPLYING FOR JOBS OF GENERATION Z IN BULELENG DISTRICT

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ABSTRACT

This research was designed to test the influence of various variables on generation Z's interest in applying for jobs in Buleleng Regency. Details of this analysis include: (1) the influence of company reputation on interest in applying for work, (2) the influence of e-recruitment on interest in applying for work, and (3) the synergistic influence between company reputation and e-recruitment on interest in applying for work. This research uses quantitative techniques using generation Z in Buleleng Regency as participants. In this research, company reputation, e-recruitment, and interest in applying for work are known as research objects. The sampling technique used was purposive sampling with a sample size of 110 respondents. Data collection uses questionnaires or questionnaires distributed via Google Forms. Data analysis was carried out using multiple linear regression analysis methods. The results of this study reveal several important findings, namely: (1) company reputation has a positive and significant effect on interest in applying for work, (2) e-recruitment has a positive and significant effect on interest in applying for work, (3) company reputation and e-recruitment together have an effect on interest in applying for work.

Keywords: *interest in applying for work, company reputation, e-recruitment, generation z*