

ABSTRAK

Apryanti Sitio (02619220054)

ANALISIS FAKTOR-FAKTOR YANG MEMENGARUHI INTENTION TO APPLY PEGAWAI NEGERI SIPIL (STUDI PADA MAHASISWA UNIVERSITAS NEGERI DI KOTA MEDAN, SUMATERA UTARA)

(xviii+190 halaman: 16 gambar, 26 tabel, 4 lampiran)

Generasi Z diperkirakan akan mendominasi 20% tempat kerja dan akan berdampak pada perkembangan global di berbagai negara pada tahun 2020. Generasi Z adalah kelompok sosial yang lahir pada dan besar seiring dengan kemajuan teknologi dan memiliki harapan yang berbeda terhadap dunia kerja. Hal ini merupakan tantangan bagi perusahaan untuk merekrut, menahan dan mengembangkan karyawannya untuk mencapai tujuan perusahaan.

Tujuan dari penelitian ini adalah untuk mengetahui faktor-faktor *intention to apply* bagi generasi Z. Metodologi penelitian yang digunakan adalah metode kuantitatif menggunakan kuisioner *online*. Jumlah sampel sebanyak 153 responden mahasiswa di Universitas Negeri di Kota Medan dan dianalisis menggunakan software SPSS versi 22.0.

Dalam penelitian ini terdapat 8 hipotesis diantaranya tujuh hipotesis diterima dan satu hipotesis ditolak. Hipotesis yang diterima adalah *Gen Z Job Preferences* berpengaruh signifikan terhadap *Person Organization Fit*, *Organization Attractiveness* berpengaruh signifikan terhadap *Person Organization Fit*, *Gen Z Job Preferences* berpengaruh signifikan terhadap *Social Media Usage*, *Organization Attractiveness* berpengaruh signifikan terhadap *Social Media Usage*, *Gen Z Job Preferences* berpengaruh signifikan terhadap *Intention to Apply*, *Organization Attractiveness* berpengaruh signifikan terhadap *Intention to Apply*, *Social Media Usage* berpengaruh signifikan terhadap *Intention to Apply*. Hipotesis yang ditolak adalah *Person Organization Fit* berpengaruh signifikan terhadap *Intention to Apply*.

Kata Kunci : *Gen Z Job Preferences*, *Organization Attractiveness*, *Person Organization Fit*, *Social Media Usage*, *Intention to Apply*, Pegawai Negeri Sipil

ABSTRACT

Apryanti Sitio (02619220054)

ANALYSIS OF FACTORS INFLUENCING INTENTION TO APPLY FOR CIVIL SERVANTS (STUDY ON STUDENTS OF STATE UNIVERSITY IN MEDAN CITY, NORTH SUMATRA)

(xviii+190 halaman: 16 gambar, 26 tabel, 4 lampiran)

Generation Z is expected to dominate 20% of the workplace and will have an impact on global developments in various countries in 2020. Generation Z is a social group that was born in and grew up along with technological advances and has different expectations for the world of work. This is a challenge for companies to recruit, retain and develop employees to achieve company goals.

The aim of this research is to determine the factors of intention to apply for generation Z. The research methodology used is a quantitative method using an online questionnaire. The total sample was 153 student respondents at the State University in Medan City and analyzed using SPSS software version 22.0.

In this research there are 8 hypotheses, of which seven hypotheses are accepted and one hypothesis is rejected. The accepted hypothesis is that Gen Z Job Preferences have a significant effect on Person Organization Fit, Organization Attractiveness has a significant effect on Person Organization Fit, Gen Z Job Preferences have a significant effect on Social Media Usage, Organization Attractiveness has a significant effect on Social Media Usage, Gen Z Job Preferences have a significant effect on Intention to Apply, Organization Attractiveness has a significant effect on Intention to Apply, Social Media Usage has a significant effect on Intention to Apply. The hypothesis that is rejected is that Person Organization Fit has a significant effect on Intention to Apply.

Keywords: Gen Z Job Preferences, Organization Attractiveness, Person Organization Fit, Social Media Usage, Intention to Apply, Civil Servants