ABSTRAK

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PENGARUH E-RECRUITMENT, EMPLOYER BRAND, COMPANY' S REPUTATION DAN WORK LIFE BALANCE TERHADAP APPLYING FOR JOBS
(xiii + 82 halaman; 2 gambar; 19 tabel)

Penelitian ini bertujuan untuk menganalisis pengaruh *e-recruitment, employer brand, company's reputation dan work–life balance* terhadap applying for jobs. Penelitian ini menggunakan pendekatan kualitatif. Metode deskriptif digunakan untuk investigasi pada penelitian ini.Metode pengambilan sampel yang digunakan pada penelitian ini adalah convinience sampling yang merupakan non probability sampling. Metode pengambilan data dengan menyebarkan kuesioner.berisi 31 pertanyaan dengan Skala Linker 1- 5 Jumlah responden sebanyak 81 responden pada Perusahaan XYZ yang bergerak dalam bidang idustri komersial yang berlokasi di Jakarta. Penelitian ini menggunakan metode Kuantitatif dengan menggunakan Analisis data dengan pendekatan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa *E- Recruitment, Company's Reputation, dan Work–Life Balance* signifikan berpengaruh positif terhadap Applying for Jobs sedangkan Employer Branding tidak signifikan berpengaruh positif terhadap Applying for Jobs.

Referensi   : 39 (2013 - 2023)
Kata Kunci : *E-Recruitment, Employer Brand, Company' S Reputation, Work Life Balance, Applying For Jobs*

ABSTRACT

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THE INFLUENCE OF E-RECRUITMENT, EMPLOYER BRAND, COMPANY'S REPUTATION AND WORK LIFE BALANCE ON APPLYING FOR JOBS
(xiii + 82 halaman; 2 gambar; 19 tabel)

This research aims to analyze the influence of e-recruitment, Employer Brand, Company's Reputation and Work-Life Balance on job applications. This research uses a qualitative approach. Descriptive methods were used for investigation in this research. The sampling method used in this research is convenience sampling which is nonprobability sampling. The data collection method is by distributing a questionnaire containing 31 questions with a Linker Scale of 1-5. The number of respondents was 81 respondents at XYZ Company which operates in the commercial industrial sector located in Jakarta. This research uses a quantitative method using data analysis with the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The research results show that E-Recruitment, Company's Reputation, and Work-Life Balance have a positive effect on Job Applications, while Employer Branding does not have a significant positive effect on Job Applications.

Reference : 39 (2013 - 2023)
Key Words : *E-Recruitment, Employer Brand, Company' S Reputation, Work Life Balance, Applying For Jobs*