

PENGARUH REPUTASI PERUSAHAAN DAN *E-RECRUITMENT* TERHADAP MINAT MELAMAR PEKERJAAN PADA GENERASI Z DI KOTA BANDUNG

(Studi Kasus Pada Mahasiswa Semester Akhir di Universitas Sangga Buana YPKP Bandung)

ABSTRAK

Banyak perusahaan kini berupaya tampil unggul karena persaingan yang semakin ketat dan percepatan globalisasi. Di era digital, proses perekrutan telah mengalami perubahan signifikan dari metode konvensional menjadi *E-recruitment* yang lebih efisien dan memiliki cakupan lebih luas. Reputasi perusahaan juga menjadi salah satu faktor penting yang memengaruhi keputusan pencari kerja, khususnya Generasi Z yang cenderung kritis terhadap nilai serta citra perusahaan. Meski berbagai peluang kerja tersedia, rendahnya minat melamar di kalangan Generasi Z di Kota Bandung menjadi permasalahan yang perlu diperhatikan, di mana reputasi perusahaan dan sistem *E-recruitment* turut memengaruhinya. Penelitian ini bertujuan untuk mengetahui pengaruh reputasi perusahaan dan *E-recruitment* terhadap minat melamar pekerjaan pada Generasi Z di Kota Bandung. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif asosiatif, di mana data dikumpulkan melalui kuesioner yang disebarakan kepada mahasiswa tingkat akhir Universitas Sangga Buana YPKP Bandung. Hasil penelitian menunjukkan bahwa reputasi perusahaan dan *E-recruitment* memiliki pengaruh yang positif dan signifikan terhadap minat melamar pekerjaan, baik secara simultan maupun secara parsial.

Kata Kunci: Reputasi Perusahaan, *E-recruitment*, Minat Melamar Pekerjaan

**THE INFLUENCE OF COMPANY REPUTATION AND E-RECRUITMENT ON
THE INTEREST IN APPLYING FOR JOBS AMONG GENERATION Z IN
BANDUNG CITY**

(Case Study on Final Year Students at Universitas Sangga Buana YPKP Bandung)

ABSTRACT

Many companies are now striving to excel due to increasingly fierce competition and accelerated globalization. In the digital era, the recruitment process has undergone significant changes from conventional methods to E-recruitment, which is more efficient and has a broader reach. Company reputation is also an important factor influencing job seekers' decisions, especially Generation Z, who tend to be critical of a company's values and image. Although various job opportunities are available, the low interest in applying among Generation Z in Bandung City is a problem that requires attention, where company reputation and the E-recruitment system also influence it. This study aims to determine the effect of company reputation and E-recruitment on job application interest among Generation Z in Bandung City. This study uses a quantitative method with an associative descriptive approach, where data is collected through questionnaires distributed to final-year students of Sangga Buana YPKP University Bandung. The results show that company reputation and E-recruitment have a positive and significant influence on job application interest, both simultaneously and partially.

Keywords: Company Reputation, E-recruitment, Job Application Interest