

ABSTRAK

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“Pengaruh Reputasi Perusahaan, *Employer Branding*, Kompensasi dan *Online Recruitment* Terhadap Minat Melamar Kerja Generasi Z di DKI Jakarta Serta Tinjauannya Dalam Sudut Pandang Islam (Studi Kasus Pada PT Unilever Indonesia Tbk)”

164 halaman + xiv halaman, 24 tabel, 2 gambar, dan 5 lampiran

Uraian Abstrak

Tujuan penelitian ini adalah untuk menguji Pengaruh Reputasi Perusahaan, *Employer Branding*, Kompensasi dan *Online Recruitment* Terhadap Minat Melamar Kerja Generasi Z di DKI Jakarta (Studi Kasus Pada PT Unilever Indonesia). Sampel yang digunakan dalam penelitian ini adalah Generasi Z yang sedang mencari Kerja dan berniat melamar kerja di PT Unilever Indonesia yang berjumlah 160 orang. Teknik pengambilan sampel yang digunakan adalah teknik sampel *purposive sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) Reputasi Perusahaan berpengaruh positif terhadap Minat Melamar Kerja. (2) *Employer Branding* berpengaruh positif terhadap Minat Melamar Kerja. (3) Kompensasi berpengaruh positif terhadap Minat Melamar Kerja. (4) *Online Recruitment* tidak berpengaruh terhadap Minat Melamar Kerja. (5) Reputasi Perusahaan, *Employer Branding*, Kompensasi dan *Online Recruitment* secara simultan berpengaruh terhadap Minat Melamar Kerja. Menurut pandangan Islam, Reputasi Perusahaan, *Employer Branding*, Kompensasi dan *Online Recruitment* dilakukan sesuai dengan prinsip-prinsip Islam.

Kata Kunci: Reputasi Perusahaan, *Employer Branding*, Kompensasi, *Online Recruitment*, Minat Melamar Kerja

ABSTRACT

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“The Influence of Company Reputation, Employer Branding, Compensation and Online Recruitment on Interest in Applying for Generation Z Jobs in DKI Jakarta and its Review from an Islamic Point of View (Case Study at PT Unilever Indonesia Tbk)”

164 pages + xiv pages, 24 tables, 2 pictures, and 5 attachments

Abstract Description

The purpose of this study was to examine the effect of Corporate Reputation, Employer Branding, Compensation and Online Recruitment on intention to apply for a job Generation Z in DKI Jakarta (Case study at PT Unilever Indonesia). The sample used in this study is Generation Z who are looking for jobs and intend to apply for a job at PT Unilever Indonesia, totaling 160 people. The sampling technique used is purposive sampling technique. Data was collected using a survey method with a questionnaire instrument. The data analysis method used is multiple regression analysis. The results showed that (1) Corporate Reputation has a positive effect on intention to apply for a job. (2) Employer Branding has a positive effect on intention to apply for a job. (3) Compensation has a positive effect on intention to apply for a job. (4) Online Recruitment does not affect the intention to apply for a job. (5) Corporate Reputation, Employer Branding, Compensation and Online Recruitment simultaneously affect Intention to apply for a job. According to the Islamic view, Corporate Reputation, Employer Branding, Compensation and Online Recruitment are carried out in accordance with Islamic principles.

Keywords: Corporate Reputation, Employer Branding, Compensation, Online Recruitment and intention to apply for a job