

## ABSTRAK

Fakultas Ekonomi dan Bisnis  
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2025

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**Pengaruh Reputasi Perusahaan, *Employer Branding*, *E-Recruitment* Dan Kompensasi Terhadap Minat Melamar Kerja Generasi Z Di Wilayah DKI Jakarta Serta Tinjauannya Menurut Sudut Pandang Islam**

### Uraian Abstrak

Penelitian ini bertujuan untuk menguji pengaruh reputasi perusahaan, *employer branding*, *e-recruitment* dan kompensasi terhadap minat melamar kerja Generasi Z di wilayah DKI Jakarta serta tinjauannya menurut sudut pandang Islam. Populasi dalam penelitian ini adalah Generasi Z berumur 21-23 tahun yang baru lulus D3/S1 yang berminat melamar kerja. Teknik pengambilan sampel menggunakan metode purposive sampling. Data dikumpulkan menggunakan metode survey dengan menyebarkan kuesioner. Metode analisis data yang digunakan yaitu analisis deskriptif, analisis regresi linear berganda, uji parsial (t) dan uji simultan (f). Hasil penelitian menunjukkan bahwa: (1) reputasi perusahaan tidak berpengaruh signifikan terhadap minat melamar kerja, (2) *employer branding* berpengaruh positif dan signifikan terhadap minat melamar kerja, (3) *e-recruitment* tidak berpengaruh signifikan terhadap minat melamar kerja, (4) kompensasi berpengaruh positif dan signifikan terhadap minat melamar kerja, (5) secara simultan seluruh variabel independen berpengaruh signifikan terhadap minat melamar kerja. Tinjauan dari sudut Islam menunjukkan bahwa bekerja merupakan bentuk ibadah dan tanggung jawab sebagai upaya mencari nafkah yang halal dan faktor-faktor seperti keadilan, transparansi, dan amanah sangat ditekankan dalam proses rekrutmen dan pemberian kompensasi.

**Kata Kunci:** Reputasi Perusahaan, *Employer Branding*, *E-Recruitment*, Kompensasi, Minat Melamar Kerja, Generasi Z, Perspektif Islam.

## ABSTRACT

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**The Influence of Company Reputation, *Employer Branding*, *E-Recruitment* and Compensation on Generation Z's Job Applications in the DKI Jakarta Area and its Review from an Islamic Perspective**

### Abstract Description

This research aims to examine the influence of the company's reputation, *employer branding*, *E-Recruitment* and compensation for the interest of Generation Z to apply for jobs in the DKI Jakarta area and its review according to an Islamic perspective. The population in this study is Generation Z aged 21-23 years who have just graduated from D3/S1 who are interested in applying for jobs. The sampling technique uses the purposive sampling method. Data was collected using the survey method by distributing questionnaires. The data analysis methods used were descriptive analysis, multiple linear regression analysis, partial test (t) and simultaneous test (f). The results of the study show that: (1) the company's reputation does not have a significant effect on the interest in applying for a job, (2) *employer branding* has a positive and significant effect on interest in applying for a job, (3) *E-Recruitment* has no significant effect on interest in applying for a job, (4) compensation has a positive and significant effect on interest in applying for a job, (5) simultaneously all independent variables have a significant effect on interest in applying for a job. A review from an Islamic perspective shows that work is a form of worship and responsibility as an effort to earn a halal livelihood and factors such as justice, transparency, and trust are strongly emphasized in the recruitment and compensation process.

**Keywords:** Company Reputation, *Employer Branding*, *E-Recruitment*, Compensation, Interest in Applying for a Job, Generation Z, Islamic Perspective.