ABSTRAK

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2026

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Pengaruh *Employer Branding, Compensation, Career Development* dan *Work Environment* Terhadap Minat Melamar Kerja Pada Generasi Z Ditinjau Dari Sudut Pandang Islam

161 + xvi halaman, 9 gambar, 24 tabel dan 9 lampiran

Uraian Abstrak

Penelitian ini dilakukan bertujuan untuk menguji pengaruh *employer branding*, *compensation*, *career development*, dan *work environment* terhadap minat melamar kerja pada Generasi Z di DKI Jakarta dan ditinjau dari sudut pandang Islam. Menggunakan teknik *purposive sampling* dengan 220 responden dan metode analisis regresi linear berganda dengan SPSS 27. Data dikumpulkan menggunakan kuesioner. Hasil penelitian menunjukkan bahwa : (1) *Employer Branding* berpengaruh positif dan signifikan terhadap minat melamar kerja.
(2) *Compensation* berpengaruh positif dan signifikan terhadap minat melamar kerja.
(3) *Career Development* berpengaruh positif dan signifikan terhadap minat melamar kerja dan merupakan faktor yang paling dominan. (4) *Work Environment* berpengaruh positif dan signifikan terhadap minat melamar kerja.
(5) Secara simultan, *employer branding*, *compensation*, *career development*, dan *work environment* berpengaruh signifikan terhadap minat melamar kerja. Dalam perspektif Islam, *employer branding* sesuai dengan prinsip *Shiddiq*, *compensation* sesuai prinsip *Ujrah*, *career development* sesuai prinsip *Ishlah*, dan *work environment* sesuai dengan prinsip *Ukhuwah* serta *Al-Birr.*

Kata Kunci : Employer Branding, Compensation, Career Development, Work Environment, Minat Melamar Kerja, Generasi Z.

ABSTRACT

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The Influence Of Employer Branding, Compensation, Career Development, And Work Environment On Job Application Interest Among Generation Z In DKI Jakarta Viewed from an Islamic Point of View

161 + xvi pages, 9 pictures, 24 tables dan 9 attachments

Abstrack Description

This research aims to examine the influence of employer branding, compensation, career development, and work environment on job application interest among Generation Z in DKI Jakarta, and analyzed from an Islamic perspective. The study utilized a purposive sampling technique with 220 respondents and applied multiple linear regression analysis using SPSS 27. Data were collected through questionnaires. The results of the study indicate that: (1) Employer Branding has a positive and significant effect on job application interest. (2) *Compensation has a positive and significant effect on job application interest.* (3) *Career Development has a positive and significant effect on job application interest and is identified as the most dominant factor.* (4) *Work Environment has a positive and significant effect on job application interest.* (5) *Simultaneously, employer branding, compensation, career development, and work environment significantly influence job application interest. From an Islamic perspective, employer branding aligns with the principle of Shiddiq, compensation with Ujrah, career development with Ishlah, and work environment with the principles of Ukhuwah and Al-Birr.*

Keywords: *Employer Branding, Compensation, Career Development, Work Environment, Job Application Interest, Generation Z.*