

The Influence of Compensation and E-Recruitment on Job Application Interest with Company Reputation as a Mediation Variable Among Final-Year Students

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ARTICLE INFO

Article history:

Received Nov 25, 2025
Revised Dec 10, 2025
Accepted Dec 23, 2025

Keywords:

Compensation,
E-recruitment,
Job Application Interest,
Company Reputation,
Final Year Students,
Labor Market,
Human Resources

ABSTRAK

The growth of the population has led to an increase in the workforce and the supply of labor in the labor market, driving significant development in Indonesia's labor market, including more job opportunities and a decrease in the unemployment rate. Companies, as key drivers of the labor market, are essential in providing job opportunities and stimulating economic growth. To stay competitive, companies must not only focus on profitability but also attract and retain skilled employees. This requires optimizing productivity and ensuring that workers improve both soft and hard skills to meet company needs. Furthermore, companies face intense competition in recruiting the best talent, which becomes a key factor in achieving a competitive advantage.

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1. INTRODUCTION

The increasing population growth leads to a rise in the workforce (Andrisani, 2019), which also influences the increase in the supply of labor in the labor market (Andrisani, 2019). Indonesia has experienced significant development in terms of labor market growth, as evidenced by an increase in job opportunities and a decrease in the unemployment rate (Suhandi et al., 2021). As labor market growth increases, job opportunities are created, one of which is through companies absorbing labor (Andrisani, 2019). Companies are business entities established to produce goods and services that meet consumer needs. Every company competes to achieve excellence and increase profitability to survive in an increasingly competitive global market. Moreover, companies are the main drivers of the labor market, creating jobs and offering opportunities for individuals to generate income (Sivertzen et al., 2013).

In relation to labor demand, it refers to the number of employees hired by companies in line with wage levels over a specific period (Kamal, 2020). Labor demand needs to align with the capabilities of the labor force (Kamal, 2020). This is because many companies expect optimal productivity to achieve large profitability, which requires workers to adjust according to the company's interests (Kamal, 2020). Workers are also required to improve their quality, including soft and hard skills, to support their future careers (Kamal, 2020).

Currently, companies are not only competing to obtain profitability but also facing fierce competition in recruiting the best candidates with expertise in their fields. A company's ability to find and retain competent workers provides it with a competitive advantage (Sivertzen et al., 2013). In today's competitive environment, companies must highlight their strengths, with human resource

quality being one of the most crucial factors (Kamal, 2020). Human resources play an essential role in the success of a company. The quality of human resources determines a company's success (Kamal, 2020). A low level of human resource quality can contribute to the downfall of a company (Kamal, 2020).

According to Wang et al. (2006), a company's reputation becomes a valuable asset and a competitive edge in business competition. Ratnasari (2013) states that companies without a good reputation find it difficult to attract potential labor. One factor that influences the motivation of job seekers is the company's reputation (Handi & Wiji, 2023). A company's reputation impacts the perception of prospective employees regarding the quality of the company's work environment, which serves as a basis for selecting where to apply (Permadi et al., 2015). Company reputation plays a significant role in attracting job applicants for job openings in the labor market (Pramuna & Raharja, 2013). Previous studies have shown that a company's good reputation positively influences Generation Z's interest in applying for jobs at that company (Erlinda & Safitri, 2020). However, Gupta and Saini (2018) state that a company's reputation does not have a significant impact on job application interest.

In addition to company reputation, compensation is another significant factor influencing job application interest. In Human Resource Management, compensation is a form of reward provided by a company to honor employees based on their contributions, performance, and achievements (Kholik et al., 2022). Compensation can be financial or non-financial (Kholik et al., 2022). Previous research suggests that compensation positively and significantly affects job application interest (Shalahuddin et al., 2022). However, Handi and Wiji (2023) argue that compensation does not significantly affect job application interest.

One tool and means that companies can use to increase job application interest in the digital age is through e-recruitment websites (Rumangkit & Dwiyan, 2018). E-recruitment is an online platform used by companies to spread job vacancy information, facilitating and speeding up the dissemination of job postings, even to areas far from the company's headquarters (Shalahuddin et al., 2022). The ease of using e-recruitment platforms can motivate potential employees to apply for jobs (Swasdita & Muafi, 2018). Previous research has indicated that e-recruitment positively and significantly influences job application interest (Khan et al., 2013). However, Sedláček and Soósová (2017) found that e-recruitment has a negative and significant impact on job application interest.

According to Wanda and Wulansari (2023), Generation Z is expected to contribute about one-third of the labor force in the future. The Indonesian Central Statistics Agency (2020) reports that around 27.94% of Indonesia's total population consists of Generation Z, estimated to be between the ages of 8 and 23. Thus, the future labor force will depend on the contribution of Generation Z, who are accustomed to digital lifestyles in the digital technology era. This allows them to access information and resources without geographical limitations. This suggests that Generation Z's ability to use and benefit from technology will be crucial in meeting the demands of an increasingly digital and globally connected labor market (Wanda & Wulansari, 2023).

Generation Z carefully considers various factors before deciding to apply for a job, aiming to find work that matches their interests and talents (Ekhsan & Nur, 2021). The interest in applying for jobs is driven by internal motivation within the individual to meet personal needs. According to Motivation Theory, individuals are driven to act or pursue something when they have a desire, passion, and determination to achieve their goals (Erika et al., 2023). This research is aligned with Maslow's Hierarchy of Needs Theory, which posits that human needs are arranged in five hierarchical levels: physiological needs, safety needs, social needs, esteem needs, and self-actualization (Hartinah et al., 2020).

2. RESEARCH METHOD

The research titled "The Influence of Compensation and E-Recruitment on Job Application Interest with Company Reputation as a Mediating Variable Among Final Year Students" uses a quantitative method. According to Waruwu (2023), the quantitative method refers to research that is based on numerical data and formulas, which are used in the planning process, research process, hypothesis development, and data analysis to draw conclusions. Purposive sampling will target final-year students from the 2021 batch at the Faculty of Business and Economics, Universitas Islam Indonesia.

According to Turner (2020), purposive sampling is a sampling method used when the researcher has already identified and targeted individuals with characteristics that align with the research objectives. Data collection for this study involves distributing questionnaires, which will be given to final-year students of the 2021 batch at the Faculty of Business and Economics, Universitas Islam Indonesia. The data collection technique uses a questionnaire, which contains several written questions intended for respondents to answer (Sari et al., 2022).

3. RESULTS AND DISCUSSIONS

Validity Test

Table 1. Summary of Validity Test Results for Research Instruments

Variable	Item	r-count	r-table	Conclusion
Compensation (X1)	X1.1	0.752	0.113	Valid
	X1.2	0.809	0.113	Valid
	X1.3	0.771	0.113	Valid
	X1.4	0.766	0.113	Valid
E-Recruitment (X2)	X2.1	0.717	0.113	Valid
	X2.2	0.780	0.113	Valid
	X2.3	0.769	0.113	Valid
	X2.4	0.290	0.113	Valid
	X2.5	0.714	0.113	Valid
Job Application Interest (Y)	Y1	0.708	0.113	Valid
	Y2	0.803	0.113	Valid
	Y3	0.715	0.113	Valid
	Y4	0.708	0.113	Valid
Company Reputation (Z)	Z1	0.772	0.113	Valid
	Z2	0.833	0.113	Valid
	Z3	0.770	0.113	Valid
	Z4	0.814	0.113	Valid
	Z5	0.744	0.113	Valid
	Z6	0.769	0.113	Valid
	Z7	0.677	0.113	Valid

Source: Appendix of SPSS Output

Based on the table above, the validity test results show that all statement items have correlation coefficients greater than the rtable value of 0.113, indicating that these items are valid constructs. Therefore, these items can be used as measurement tools for the variables in the study and for further analysis. It can be concluded that all statement items are valid and can be used in subsequent analyses.

Reliability Test

Table 2. Reliability Test Results for Research Questionnaire

Variable	Reliability Coefficient	Critical Value (r critical)	Conclusion
Compensation (X1)	0.775	0.6	Reliable
E-Recruitment (X2)	0.617	0.6	Reliable
Job Application Interest (Y)	0.712	0.6	Reliable
Company Reputation (Z)	0.881	0.6	Reliable

Source: Appendix of SPSS Output

From the table above, it can be observed that the reliability coefficients for the statement items in the questionnaire are greater than 0.6. This indicates that the items in the questionnaire are reliable for measuring their respective variables.

The Influence of Compensation (X1) and E-Recruitment (X2) on Company Reputation (Z)

Sub-Structure One

Classical Assumption Test for Sub-Structure One

Normality Test for Sub-Structure One

Table 3. Normality Test Results for Sub-Structure One
One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual	
N	255
Normal Parameters ^{a,b}	
Mean	0.0000000
Std. Deviation	3.34268759
Most Extreme Differences	
Absolute	0.031
Positive	0.024
Negative	-0.031
Test Statistic	0.031
Asymp. Sig. (2-tailed)	0.200c,d

Based on the table above, the results from the Kolmogorov-Smirnov normality test show a Sig. value of 0.200. Since this value is greater than the alpha level of 5% ($0.200 > 0.05$), it can be concluded that the residuals are normally distributed. Thus, it can be inferred that the multiple regression model does not violate the normality assumption.

Multicollinearity Test for Sub-Structure One

Table 4. VIF Values for Multicollinearity Test in Sub-Structure One

Model	Independent Variables	Tolerance	VIF
1	Compensation (X1)	0.780	1.281
	E-Recruitment (X2)	0.780	1.281

The results in the table show that the VIF value for each independent variable is below 10. Additionally, the tolerance values for each independent variable are above 0.1. Based on these results, it can be concluded that there is no multicollinearity between the independent variables in the model.

Heteroscedasticity Test

Heteroscedasticity Test Scatter Plot

Based on the figure above, the results from the scatter plot test for heteroscedasticity show that the points are spread randomly without forming a pattern, and the distribution is both above and below the vertical axis. Based on these results, it can be concluded that the multiple regression model does not violate the heteroscedasticity assumption.

Multiple Linear Regression Equation for Sub-Structure One

In this study, the multiple regression analysis for Sub-Structure One aims to determine the effect of Compensation (X1) and E-Recruitment (X2) on Company Reputation (Z). The goal is to predict or estimate the dependent variable based on the causal relationship with other variables. The multiple regression model to be formed is as follows:

$$Z = a + b_1X_1 + b_2X_2$$

Where:

Z = Company Reputation

X1 = Compensation

X2 = E-Recruitment

a = Constant term

b1, b2 = Regression coefficients

Table 5. Calculation Results for the Regression Coefficients of Sub-Structure One

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (Constant)	3,107	1,394		2,228	,027
Kompensasi (X1)	,794	,087	,453	9,122	,000
E-Recruitment (X2)	,611	,079	,384	7,745	,000

Based on the output in the table above, the constant and regression coefficients for Sub-Structure One are obtained, and the following multiple linear regression equation can be formed:

$$Z = 3.107 + 0.794X1 + 0.611X2$$

This equation can be interpreted as follows:

- a = 3.107: If Compensation (X1) and E-Recruitment (X2) are zero, the Company Reputation (Z) will be 3.107 units.
- b1 = 0.794: If Compensation (X1) increases by one unit, while keeping other variables constant, the Company Reputation (Z) will increase by 0.794 units.
- b2 = 0.611: If E-Recruitment (X2) increases by one unit, while keeping other variables constant, the Company Reputation (Z) will increase by 0.611 units.

Pearson Product-Moment Correlation Analysis for Sub-Structure One

Pearson Product-Moment Correlation Coefficient for Sub-Structure One

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.718	0.516	0.512	3.35593

Based on the correlation coefficient interpretation table presented above, a correlation coefficient of 0.718 indicates a strong relationship between the Compensation (X1) and E-Recruitment (X2) variables with the Company Reputation (Z) variable.

Hypothesis Testing for Sub Structure One

Simultaneous Test for Sub Structure One

Table 6. Simultaneous Hypothesis Testing for Sub Structure One

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	3022.185	2	1511.092	134.173	0.000
Residual	2838.084	252	11.262		
Total	5860.269	254			

Based on the table above, the simultaneous hypothesis test for Sub Structure One shows a significance value of 0.000, which is less than the significance level of 5% ($0.000 < 0.05$), so H0 is rejected and H1 is accepted. This means that there is a significant influence from Compensation (X1) and E-Recruitment (X2) simultaneously on Company Reputation (Z).

Partial Test for Sub Structure One

a) Partial Hypothesis Test for Compensation (X1) on Company Reputation (Z)

Based on the test criteria, the significance value for Compensation (X1) is in the rejection region of H0 ($0.005 < 0.05$). The obtained beta value is 0.453, which is positive, indicating a positive effect of Compensation (X1) on Company Reputation (Z). This means that H0 is rejected and H1 is accepted, meaning that Compensation (X1) has a significant and positive partial effect on Company Reputation (Z).

b) Partial Hypothesis Test for E-Recruitment (X2) on Company Reputation (Z)

Based on the test criteria, the significance value for E-Recruitment (X2) is in the rejection region of H_0 ($0.000 < 0.05$). The obtained beta value is 0.384, which is positive, indicating a positive effect of E-Recruitment (X2) on Company Reputation (Z). This means that H_0 is rejected and H_1 is accepted, meaning that E-Recruitment (X2) has a significant and positive partial effect on Company Reputation (Z).

The Effect of Compensation (X1), E-Recruitment (X2), and Company Reputation (Z) on Job Application Interest (Y) in Sub Structure Two

Classical Assumption Test for Sub Structure Two

Normality Test for Sub Structure Two

Table 7. Normality Test Results for Sub Structure Two

Test Statistic	Asymp. Sig. (2-tailed)
0.051	0.200

Based on the table, the normality test using the Kolmogorov-Smirnov statistic shows a significance value of 0.200. Since this value is greater than the 5% alpha level ($0.200 > 0.05$), it can be concluded that the residual data is normally distributed. Therefore, the regression model does not violate the normality assumption.

Multicollinearity Test for Sub Structure Two

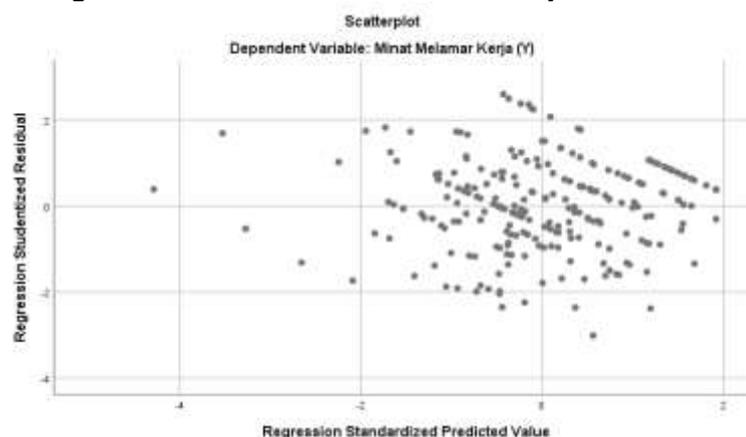
Table 8. VIF Values for Multicollinearity Test for Sub Structure Two

Model	Tolerance	VIF
Compensation (X1)	0.587	1.705
E-Recruitment (X2)	0.630	1.586
Company Reputation (Z)	0.484	2.065

The results show that the VIF values for each independent variable are below 10, and the tolerance values for each independent variable are above 0.1. Based on these results, it can be concluded that there is no multicollinearity among the independent variables in the model.

Heteroskedasticity Test

Figure 2. Scatter Plot of Heteroskedasticity Test Results



Based on the image above, the heteroskedasticity test results using the scatter plot test can be observed. The results indicate that the points are scattered without forming a pattern, and the distribution is both above and below the vertical axis. From this, we can conclude that the multiple regression model does not violate the heteroskedasticity assumption.

Multiple Linear Regression Equation for Substructure Two

In this study, the multiple linear regression analysis for substructure two is intended to examine the effect of Compensation (X1), E-Recruitment (X2), and Corporate Reputation (Z) on Job Application Interest (Y). The goal is to predict or estimate the dependent variable's value in a causal relationship with other variables.

The multiple regression model to be constructed is as follows: $Y = a + b_1X_1 + b_2X_2 + b_3Z$ Where:

Y = Job Application Interest

X1 = Compensation

X2 = E-Recruitment

Z = Corporate Reputation

a = Constant

b1-3 = Regression coefficients

Table 9. Calculation Results of Regression Equation Coefficients for Substructure Two

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,468	,828		4,191	,000
Kompensasi (X1)	,090	,059	,092	1,524	,129
E-Recruitment (X2)	,182	,052	,205	3,519	,001
Reputasi Perusahaan (Z)	,264	,037	,474	7,135	,000

Based on the output in the table above, the constant and regression coefficients for Substructure Two are obtained, and the multiple linear regression equation is as follows: $Y = 3.468 + 0.090X_1 + 0.182X_2 + 0.264Z$

This equation can be interpreted as follows:

- a = 3.468; meaning that if Compensation (X1), E-Recruitment (X2), and Corporate Reputation (Z) are zero, Job Application Interest (Y) will be 3.468 units.
- b1 = 0.090; meaning that if Compensation (X1) increases by one unit and other variables remain constant, Job Application Interest (Y) will increase by 0.090 units.
- b2 = 0.182; meaning that if E-Recruitment (X2) increases by one unit and other variables remain constant, Job Application Interest (Y) will increase by 0.182 units.
- b3 = 0.264; meaning that if Corporate Reputation (Z) increases by one unit and other variables remain constant, Job Application Interest (Y) will increase by 0.264 units.

Pearson Product Moment Correlation Analysis for Substructure Two

Table 10. Pearson Product Moment Correlation Coefficient for Substructure Two

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.681	0.464	0.457	1.97272

Based on the correlation coefficient interpretation table presented above, the correlation coefficient of 0.681 indicates a strong relationship between Compensation (X1), E-Recruitment (X2), Corporate Reputation (Z), and Job Application Interest (Y).

Hypothesis Testing for Substructure Two

Simultaneous Test for Substructure Two

Table 11. Simultaneous Hypothesis Testing for Substructure Two

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	844.695	3	281.565	72.352	0.000
Residual	976.797	251	3.892		
Total	1821.492	254			

Based on the table above, the significance value (Sig) obtained is 0.000, which is less than the 5% significance level ($0.000 < 0.05$). Therefore, H0 is rejected, and H1 is accepted, meaning that Compensation (X1), E-Recruitment (X2), and Corporate Reputation (Z) significantly affect Job Application Interest (Y) simultaneously.

Partial Test for Substructure Two

Table 12. Partial Hypothesis Testing for Substructure Two

	Coefficient (B)	Std. Error	t-Statistic	Sig.
Compensation (X1)	0.090	0.059	1.524	0.129
E-Recruitment (X2)	0.182	0.052	3.519	0.001
Corporate Reputation (Z)	0.264	0.037	7.135	0.000

Based on the table above, the significance values for Compensation (X1) are 0.129, E-Recruitment (X2) is 0.001, and Corporate Reputation (Z) is 0.000. These significance values are compared with $\alpha = 5\% = 0.05$.

4. CONCLUSION

This study examines the influence of compensation and e-recruitment on the intention to apply for jobs, with company reputation as a mediating variable among final-year students. Based on the analysis of the research results through a questionnaire survey conducted on final-year students at the Faculty of Business and Economics, Universitas Islam Indonesia, the following conclusions can be drawn:

1. Compensation has a positive but insignificant effect on the intention to apply for jobs among final-year students at the Faculty of Business and Economics, Universitas Islam Indonesia.
2. E-recruitment has a positive and significant effect on the intention to apply for jobs among final-year students at the Faculty of Business and Economics, Universitas Islam Indonesia.
3. Company reputation has a positive and significant effect on the intention to apply for jobs among final-year students at the Faculty of Business and Economics, Universitas Islam Indonesia.
4. E-recruitment has a positive and significant effect on company reputation among final-year students at the Faculty of Business and Economics, Universitas Islam Indonesia.
5. Compensation has a positive and significant effect on company reputation among final-year students at the Faculty of Business and Economics, Universitas Islam Indonesia.
6. Company reputation mediates the relationship between e-recruitment and the intention to apply for jobs among final-year students at the Faculty of Business and Economics, Universitas Islam Indonesia.
7. Company reputation mediates the relationship between compensation and the intention to apply for jobs among final-year students at the Faculty of Business and Economics, Universitas Islam Indonesia.

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