

Factors, Company Reputation, Compensation, and Job Application Interest Affect Job Application Interest Among Gen Z

Novinza Agata^{1*}

¹Mahardhika Surabaya College of Economics, 60234, Surabaya, East Java, Indonesia

Email

novinzaagata25@gmail.com¹

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Abstract

For Generation Z, who are very concerned about corporate values and culture, corporate reputation is an important factor in their decision to apply for a job. Companies with a good reputation are considered to be able to offer a positive work environment and promising career opportunities, making them more attractive to Generation Z. This study uses a quantitative research type. In this study, the population in this study was 50 Gen Z generations at the GMAHK Sidoarjo church. This study uses a saturated sample where the sampling technique is the entire population used in the study when the population size is relatively small. E-Recruitment (X1) influences Job Application Interest (Y) in Generation Z of the Seventh-day Adventist Church of Sidoarjo. Company Reputation (X2) influences Job Application Interest (Y) in Generation Z of the Seventh-day Adventist Church of Sidoarjo. Compensation (X3) influences Job Application Interest (Y) in Generation Z of the Seventh-day Adventist Church of Sidoarjo. E-Recruitment (X1), Company Reputation (X2) and Compensation (X3) influence Job Application Interest (Y) in Generation Z of the Seventh-day Adventist Church of Sidoarjo. Every organization certainly has a policy in providing compensation to its employees. Companies need to provide appropriate compensation to their employees as a strong motivational tool, encouraging employees to achieve their best performance and can strengthen the company to attract and retain the best talent. Compensation can be discussed during the job application process, job applicants have the right to ask about compensation. To attract interest in applying for a job, especially for generation z who do have a transparent nature, are open in many ways, and want to always develop.

Keywords: E-Recruitment, Company Reputation, Compensation, Interest in Applying for a Job

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1. Introduction

According to Gary Dessler (2015), human resource management is a policy and practice needed by someone who carries out the people aspect of a management position, including recruitment, screening, training, rewards and assessments (Qomariah, 2020). According to Irmayani (2021:1) Human resource management, abbreviated as HR, is a science or way of managing the relationship and role of resources (workforce) owned by individuals efficiently and effectively and can be used optimally so that the goals (goals) of the company, employees and the community are achieved optimally. HR is based on a concept that every employee is a human being, not a machine, and not

merely a business resource.

According to Ekhsan (2021) Interest in applying for a job is a form of interest and desire from prospective employees to have a job with a series of processes that must be passed starting from searching for information about job vacancies from various sources, determining choices, and deciding on the company chosen. In choosing a company to apply to, prospective employees will definitely consider various aspects of the company.

According to Sivertzen et al., (2013) corporate reputation is a social characteristic of a company that is formed based on actions that have been taken or actions in the future. The reputation of the company will make prospective applicants more interested in applying for work at the company. According to Rasasti in Astawa & Permana, 2020, p. 756, Generation Z, also known as the digital native generation, is the generation born between 1996 and 2009, or precisely when technology became available in our lives. because they grew up with digital technology and the internet at their fingertips. They seek efficiency and convenience in everything, even in finding a job. Because E-Recruitment allows applicants to apply for jobs quickly and conveniently through digital devices, E-Recruitment is considered the right solution to meet this need.

This study was conducted on Generation Z who are in the Seventh-day Adventist Church of Sidoarjo. This church was chosen as the research location because it has an active and diverse community, and is located in several areas in Sidoarjo. In addition, it reflects a dynamic and educated young generation, making it an ideal place to examine how E-Recruitment, company reputation, and compensation affect Generation Z's interest in applying for jobs. Generation Z in the Seventh-day Adventist Church of Sidoarjo is known for their openness to technology and innovation, including in terms of using E-Recruitment to find jobs. Because many of the young people in GMAHK Sidoarjo are entering their productive age and they grew up in the digital era and are familiar with online platforms for various activities, including the recruitment process. This study aims to explore how the implementation of E-Recruitment, company reputation, and the compensation offered affect Generation Z's interest in applying for jobs in this church community.

Although E-Recruitment has been widely implemented and offers convenience and efficiency in the recruitment process, some individuals from Generation Z still consider other factors such as company reputation and compensation offered before deciding to apply for a job. Company reputation includes perceptions about business ethics, work environment, and career opportunities, all of which are important to Generation Z. They tend to look for a work environment that matches their values and aspirations. In addition, compensation including salary, benefits, and other incentives is also an important factor considered by Generation Z in choosing a job.

This study only focuses on the influence of E-Recruitment on job application interest, but also looks at the interaction between E-Recruitment, company reputation, and compensation. The results of this study are expected to provide valuable insights for companies in designing effective recruitment strategies to attract the best talents from Generation Z. In addition, this study is also expected to help educational institutions in preparing their graduates to face the ever-growing and increasingly competitive job market. The observed phenomenon shows that, although E-Recruitment offers many advantages, company reputation and compensation factors still play an important role in job application decisions for Generation Z at the Seventh-day Adventist Church in Sidoarjo. Thus, this study seeks to provide a comprehensive picture of Generation Z's preferences and priorities in the context of job search in an active and strategic church community such as in Sidoarjo, as well as provide appropriate recommendations for companies and related institutions to improve recruitment effectiveness and job satisfaction.

2. Literature Review

Human Resource Management

According to various experts, human resource management involves the science and art of managing relationships and roles of workers with the aim of helping to achieve organizational effectiveness and efficiency, meeting employee needs, and contributing to society. Hasibuan (2004: 269) in Achmad Sudiro (2023) explains that human resource management aims to help companies, employees, and society achieve their goals in an effective manner. Stoner, quoted by Marno and Supriyanto (2008: 1) in Achmad Sudiro (2023) defines human resource management as an ongoing process to provide organizations with the right individuals for the right positions when needed.

E-Recruitment

According to Ekanayaka and Gamage (2019) in Ruly Hardiansyah, et al (2023:684) E-Recruitment is a human resource website technology software that is specifically designed to simplify and assist the recruitment process in terms of reducing financial burden costs, increasing administrative effectiveness and profits. Meanwhile, according to Hosain MS (2016) in Ruly Hardiansyah, et al (2023:684) E-Recruitment is the use of information technology and websites to attract competent job candidates and can largely replace the function of manual recruitment. However, according to Wolodzko and Wozniak (2017) in Ruly Hardiansyah, et al E-Recruitment is a way to expand the scope of information employed by companies to improve their brand recognition and corporate image.

Based on the definition of experts, it can be concluded that E-Recruitment is the process of presenting information about job vacancies in the form of advertisements or commercials through digital media with the aim of obtaining employees needed by businesses or companies. E-Recruitment involves recruiting employees online, by posting jobs on vendor and company websites.

According to (Kusnandar, 2022) in Pretty Jenny Ananda and Awan Santosa (2024:4) E-Recruitment can be measured using the following indicators:

1. Perception of Benefits
2. Perceived Ease of Use
3. Perception of Pleasure Experienced
4. Stress Perception
5. Interest in Using

Company Reputation

According to Fomburn and Walsh in Cannaby (2018) in Siti Fatimah, Aini Kusniawati and Mukhtar Abdul Kader (2021:40) that corporate reputation is the perception of stakeholders regarding performance, trust in the company, communication activities carried out by the company, and emotional feelings towards the company from time to time. According to Wartick (2002) in Putri Sekar Purborini and Rezqi Ananda Basid (2022:104) corporate reputation is the perception of every internal and external stakeholder regarding how well the organization's performance of a company is. Meanwhile, according to Williamso (2010) in Putri Sekar Purborini and Rezqi Ananda Basid (2022:104) corporate reputation is considered to be able to attract potential job seekers.

Corporate reputation is the perception of a company's capacity to provide superior service, as well as past evaluations and prospects of the company's quality. One of the most important components in business success is corporate reputation. A good image of a company will produce a beneficial effect, while a negative image will produce a detrimental effect. Reputation, both positive and negative, is an

important indicator of a company's success. Previous studies have shown that corporate reputation has a positive effect on job application intentions, with a good reputation increasing the company's attractiveness in the eyes of prospective employees.

According to Butterick (2013:62) in Sumartini, et al. (2021:20) there are six core elements that can form a company's reputation building. The following is an explanation of each of these company reputation indicators:

1. Responsibility
2. Communication
3. Leadership
4. Financial Matrix
5. Goods or services

Compensation

According to Rivai (2006) in Dewi Indah Febrianti and Christiawan Hendratmoko (2022:258) Compensation is given by the company to employees for their work. This means that employees receive compensation in the form of salary, incentives, wages, insurance, allowances, and other non-financial compensation from the company. So it can be concluded that compensation is something that employees receive in return for their efforts, both financial and non-financial, and also includes company facilities. Meanwhile, according to Martoyo (2007:115) in Dewi Indah Febrianti and Christiawan Hendratmoko (2022:259) Compensation is a key factor that influences a company's ability to recruit, retain employees, and motivate potential employees in the future.

According to Febrianti and Hendratmoko (2022) employee compensation must be reasonable and fair because it can increase employee ability to increase work productivity because employees can be satisfied doing their jobs. Giving awards to employees can motivate and bring job satisfaction, giving awards at the previous level also attracts prospective employees to apply for jobs.

According to Hasibuan (2017) in Yohanes B Windo Thalibana (2022:3) there are several indicators in compensation, including:

1. Wages
2. Wages
3. Incentive
4. Allowance
5. Facility

Interested in Applying For Job

Job application interest according to Marwansyah (2012:111) in Dewi Indah Febrianti and Christiawan Hendratmoko (2022:259) is the process of interest in having a job begins with obtaining information about job vacancies, and then prospective employees will make choices and decisions in which company to apply depending on the information collected and obtained. Job application interest is a process in which someone tries to get the job they want by making various efforts to find information about job vacancies, both from internal and external sources of the company.

This process involves the selection and decision-making stages. Because of the need for work that can meet daily needs, prospective employees will consider several things about the company they want to work for.

Therefore, to maximize employee potential and create a distinct identity in the eyes of employees and job seekers, as well as to take advantage of the benefits associated with working for a particular company, businesses must offer the best benefits to their employees. In addition, employees

need an adequate support system to complete tasks and achieve maximum results.

According to Ferdinand (2016) in Pretty Jenny Ananda and Awan Santosa (2024:3) interest in applying for work can be measured using the following indicators:

1. Preferential Interest
2. Transactional Interest
3. Explorative Interest

3. Research Design and Method

This study uses quantitative research. According to Sugiyono, (2018) in Laila Zulfa, et al. (2023:511) quantitative research is research with a positive approach to collecting data using research tools on a specific population or sample. The main focus is to test previously established concepts by analyzing quantitative data or facts. The author applies a descriptive quantitative research method. The purpose of this approach is to describe data and use regression methods to reveal research results that show the relationship between e-recruitment, company reputation and compensation to job application interest. In addition, descriptive quantitative research aims to describe phenomena that occur in a real, realistic, accurate, systematic manner.

According to Nanang Martono (2015) in Nidia Surani, et al. (2023:26) population is all objects or subjects in an area and meet certain requirements related to the research problem. Meanwhile, according to Sugiyono (2013) in Nidia Surani, et al. (2023:26) stated that population is a generalization area consisting of subjects or objects that have certain qualities and characteristics. Based on the statements of these experts, it can be concluded that population is all objects or subjects of research that have certain characteristics to be studied and conclusions drawn. Population has certain characteristics and requirements related to the research problem and can be used as a source of sampling. In this study , the population in this study was 50 Gen Z generations at the GMAHK Sidoarjo church.

According to Sugiyono (2018) in Nur Fadilah Amin, et al. (2023) a sample is a number of populations that have characteristics that are appropriate for the research being conducted. This study uses a saturated sample where the sampling technique is the entire population used in the study when the population size is relatively small. In the saturated sampling technique, all members of the population are included as samples, so that each element in the population is represented in the study. Another term for a saturated sample is a census, where all members of the population are sampled to obtain more accurate and representative results. In this study, the sample consisted of 50 respondents.

4. Results and Discussion

Validity Test

No.	Item Pernyataan	Nilai r _{hitung}	Nilai r _{tabel}	Nilai sig	Keterangan
1	X1.1	0,889	0,278	0,000	Valid
2	X1.2	0,831	0,278	0,000	Valid
3	X1.3	0,865	0,278	0,000	Valid
4	X1.4	0,881	0,278	0,000	Valid
5	X1.5	0,893	0,278	0,000	Valid

Sumber: data diolah (2024)

The results of the validity test on the E-Recruitment variable (X1) on the five statement items

obtained a calculated r value $>$ r table (0.278) with the sig value of all statement items on the E-Recruitment variable (X1) of $0.000 < 0.05$. This means that E-Recruitment (X1) has valid statement items.

No.	Item Pernyataan	Nilai r_{hitung}	Nilai r_{tabel}	Nilai sig	Keterangan
1	X2.1	0,808	0,278	0,000	Valid
2	X2.2	0,779	0,278	0,000	Valid
3	X2.3	0,742	0,278	0,000	Valid
4	X2.4	0,721	0,278	0,000	Valid
5	X2.5	0,812	0,278	0,000	Valid

Sumber: data diolah (2024)

The results of the validity test on the Corporate Reputation variable (X2) obtained the calculated r value and each statement item totaled 5 (five) the results were $>$ r table (0.278) with a sig value of $0.000 < 0.05$. This means that all items in the Corporate Reputation variable (X2) are declared valid.

No.	Item Pernyataan	Nilai r_{hitung}	Nilai r_{tabel}	Nilai sig	Keterangan
1	X3.1	0,777	0,278	0,000	Valid
2	X3.2	0,794	0,278	0,000	Valid
3	X3.3	0,859	0,278	0,000	Valid
4	X3.3	0,818	0,278	0,000	Valid

Sumber: data diolah (2024)

The results of the validity test above obtained the calculated r value of each statement item in the Compensation variable (X3) $>$ r table (0.278) with a total sig value of $0.000 < 0.05$. This means that all statement items in the Compensation variable (X3) are declared valid.

No.	Item Pernyataan	Nilai r_{hitung}	Nilai r_{tabel}	Nilai sig	Keterangan
1	Y.1	0,821	0,278	0,000	Valid
2	Y.2	0,766	0,278	0,000	Valid
3	Y.3	0,782	0,278	0,000	Valid

Sumber: data diolah (2024)

calculated r value obtained on the Job Application Interest variable (Y) with 3 (three) statement items $>$ r table (0.278). The sig value of the three statement items is $0.000 < 0.05$, meaning that all statement items on the Job Application Interest variable (Y) are declared valid.

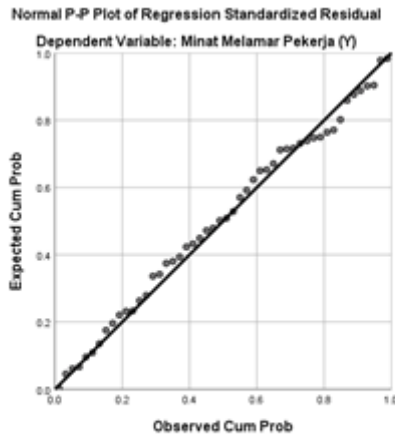
Reliability Test

No.	Variabel	Nilai <i>cronbach alpha</i>	Keterangan
1	E-Recruitment (X1)	0,921	Reliabel
2	Reputasi Perusahaan (X2)	0,831	Reliabel
3	Kompensasi (X3)	0,828	Reliabel
4	Minat Melamar kerja (Y)	0,698	Reliabel

Sumber: data diolah (2024)

The table above shows the Cronbach alpha value for the E-Recruitment variable (X1) of $0.921 > 0.60$, Company Reputation (X2) of $0.831 > 0.60$, Compensation (X3) of $0.828 > 0.60$ and Job Application Interest (Y) of $0.698 > 0.6$. These values mean that all statements in the four research variables are stated to be reliable or consistent.

Normality Test



Gambar 4. 2 Grafik p-plot uji normalitas

Sumber: data diolah (2024)

The data used in this study is normally distributed as seen in the image above which is a p-plot graph where the points are spread straight along the diagonal line.

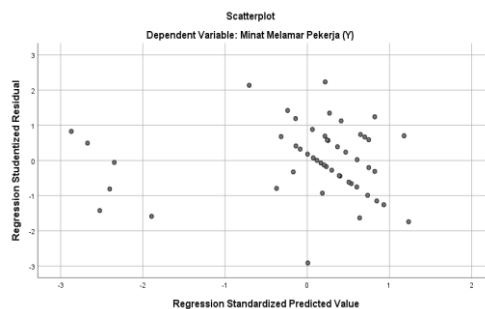
Multicollinearity Test

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.547	.979		1.580	.121		
	E-Recruitment (X1)	.125	.058	.236	2.155	.036	.526	1.902
	Reputasi Perusahaan (X2)	.228	.082	.392	2.790	.008	.319	3.135
	Kompensasi (X3)	.221	.109	.305	2.037	.047	.280	3.575

a. Dependent Variable: Minat Melamar Pekerja (Y)
 Sumber: data diolah (2024)

The table above shows the tolerance value of the E-Recruitment variable (X1) of 0.526, Company Reputation (X2) of 0.319, Compensation (X3) of 0.280. The three variables have a tolerance value of > 0.10. The VIF value obtained on the E-Recruitment variable (X1) is 1.902, Company Reputation (X2) of 3.135, Compensation (X3) of 3.575. All VIF values on the three variables are <10. So all of this research is said to be good research because it is free from multicollinearity

Heterokedasticity Test



This research can be said to be a good research because it is free from heteroscedasticity. It is said

to be free from heteroscedasticity as seen from the points on the scatterplot graph that are spread above and below the number 0 without forming a particular pattern.

Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 _a	.711	.692	1.315

a. Predictors: (Constant), Kompensasi (X3), E-Recruitment (X1), Reputasi Perusahaan (X2)

Sumber: data diolah (2024)

The R2 value in the determination test results above is 0.711 or 71.1%. This value has a meaning regarding the ability of the independent variables of this study to explain their influence on the dependent variable. In this study, the ability of the independent variables, namely E-Recruitment (X1), Company Reputation (X2) and Compensation (X3) in explaining their influence on the dependent variable, namely Job Application Interest (Y) is 71.1%, this value is almost able to explain its influence in full. Job application interest is influenced by other variables outside this study by 28.9%.

T Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.547	.979		1.580	.121
	E-Recruitment (X1)	.125	.058	.236	2.155	.036
	Reputasi Perusahaan (X2)	.228	.082	.392	2.790	.008
	Kompensasi (X3)	.221	.109	.305	2.037	.047

a. Dependent Variable: Minat Melamar Pekerja (Y)

Sumber: data diolah (2024)

The results of the table above can be explained below:

1. calculated t value of the E-Recruitment variable (X1) is 2.155 > t table (2.012) with a sig value of 0.036 < 0.05. This means that E-Recruitment (X1) has an effect on the Interest in Applying for Jobs (Y) of Gen Z at the Seventh-day Adventist Church in Sidoarjo.

The existence of E-Recruitment can indeed help to apply for a job. As felt by Gen Z at the Seventh-day Adventist Church in Sidoarjo who felt helped and benefited by the E-Recruitment process held by the company. In this study, the influence of E-Recruitment itself was not too big, but it could be one of the reasons Gen Z is interested in applying for a job at a company. The current recruitment process has also begun to follow technological developments so that it is suitable for Gen Z who are indeed aware of current technological developments.

The use of information technology in electronic recruitment activities (e-recruitment) provides convenience for both companies and job seekers. Through e-recruitment, companies can search for prospective workers according to their needs more effectively and efficiently and can increase the interest of job seekers to send job applications to the company.

2. calculated t value of the Company Reputation variable (X2) is 2.790 > t table (2.012) with a sig value of 0.008 < 0.05. This value means that Company Reputation (X2) has an effect on the Interest in Applying for Jobs (Y) of Gen Z at the Seventh-day Adventist Church in Sidoarjo.

Job application interest is an individual's interest in having a job that involves physical,

psychological, mental and social activities to obtain satisfaction, status, economic rewards and meaning of life and bind a person to individuals and society. In fact, many people consider it important to find out about the company they are applying for. A good company reputation will invite more people to apply for jobs at the company. Like gen z at the Sidoarjo Seventh-day Adventist Church which has criteria for a good company. Reputation is a guarantee that what job seekers get is in accordance with their expectations. A bad company reputation will reduce a job seeker's interest in applying to the company. In this study, company reputation is the variable that has the greatest influence on the interest in applying for jobs in gen z.

Company reputation is a consideration for prospective applicants or job seekers in determining their interest in applying for a job. This shows that a good company reputation will be able to influence someone or prospective applicants to be interested in applying to the company.

3. calculated t value of the Compensation variable (X3) is $2.037 > t \text{ table } (2.012)$ with a sig value of $0.047 < 0.05$. This means that Compensation (X3) has an effect on the Interest in Applying for Jobs (Y) of Gen Z at the Seventh-day Adventist Church in Sidoarjo.

In this study, compensation is a variable with a relatively small influence on the interest in applying for work in Gen Z at the Seventh-day Adventist Church in Sidoarjo. Compensation is one important thing that companies provide to their employees. In addition, compensation is also something that is considered by job applicants. Of course, applicants want appropriate compensation, either in the form of salary, allowances and bonuses. Compensation needs to be discussed first before the company accepts new workers.

Compensation is a consideration for prospective applicants or job seekers in determining their interest in applying for a job. This shows that the compensation offered by the company will be able to influence a person or prospective applicant to be interested in applying to the company. compensation if managed properly can help the company achieve its goals, attract potential job applicants, increase competitiveness and retain existing employees. So if the applicant knows that the compensation offered by the company is attractive, then he will be interested in applying for a job at the company.

F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195.587	3	65.196	37.707	.000 ^b
	Residual	79.533	46	1.729		
	Total	275.120	49			
a. Dependent Variable: Minat Melamar Pekerja (Y)						
b. Predictors: (Constant), Kompensasi (X3), E-Recruitment (X1), Reputasi Perusahaan (X2)						

Sumber: data diolah (2024)

The three independent variables, namely E-Recruitment (X1), Company Reputation (X2) and Compensation (X3), have an effect on the Interest in Applying for a Job (Y) among Gen Z at the Seventh-day Adventist Church in Sidoarjo because the calculated f value ($37.707 > f \text{ table } (2.80)$) was obtained with a sig value of $0.000 < 0.05$.

The development of technology today can be followed by every company which of course can also have a positive impact such as increasing interest in applying for jobs in gen z. compensation if managed properly can help companies achieve their goals, attract potential job applicants, increase competitiveness and retain existing employees. So if the applicant knows that the compensation offered by the company is

attractive, then he will be interested in applying for a job at the company.

Company reputation is one thing that needs to be maintained if the company has a good image and must be improved if the company has a bad image in the eyes of the public. When a company with a good reputation opens a job vacancy, it is likely that many applicants will want to register. Compensation will be a consideration for prospective applicants or job seekers in determining their interest in applying for a job. This shows that the compensation offered by the company will be able to influence someone to be interested in applying for a job.

But on the contrary, therefore the interest in applying for a job will increase if the company has a good reputation. A good reputation can start from good service, products or services issued by the company are useful in society. In this variable, compensation is a variable that is also considered to be able to influence the interest in applying for a job in gen z.

5. Conclusions

From several explanations in the chapter above, the following conclusions can be drawn:

1. E-Recruitment (X1) influences the interest in applying for work (Y) among Generation Z of the Seventh-day Adventist Church in Sidoarjo.
2. Company Reputation (X2) influences the Interest in Applying for a Job (Y) among Generation Z of the Seventh-day Adventist Church of Sidoarjo.
3. Compensation (X3) influences the interest in applying for work (Y) in Generation Z of the Seventh-day Adventist Church in Sidoarjo.
4. E-Recruitment (X1), Company Reputation (X2) and Compensation (X3) influence the Interest in Applying for a Job (Y) among Generation Z of the Seventh-day Adventist Church of Sidoarjo.

Suggestion

Every organization certainly has a policy in providing compensation to its employees. Companies need to provide appropriate compensation to their employees as a powerful motivational tool, encouraging employees to achieve their best performance and can strengthen the company to attract and retain the best talent. Compensation can be discussed during the job application process, job applicants have the right to ask about compensation. To attract interest in applying for work, especially for generation z who do have a transparent nature, are open in many ways, and want to always develop.

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