

Analisis pengaruh publisitas negatif dan spesifikasi iklan lowongan kerja terhadap intensi untuk melamar kerja dimediasi oleh variabel attitude toward recruiting advertisement dan organizational attractiveness: studi kasus pada Petron Indonesia = The impact of negative publicity and recruiting advertisement specification towards job pursuit intention mediated by attitude toward recruiting advertisement and organizational attractiveness on Petron Indonesia

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Abstrak

ABSTRAK

Sumber daya manusia yang kompeten merupakan aset penting dalam mencapai tujuan strategis perusahaan. Sumber daya manusia yang kompeten ini diperoleh melalui aktivitas rekrutmen. Keefektifan proses rekrutmen dapat dipengaruhi oleh faktor eksternal yaitu publisitas perusahaan dan strategi pengiklanan lowongan kerja yang efektif. Penelitian kuantitatif ini bertujuan untuk mengetahui pengaruh publisitas negatif perusahaan dan spesifikasi iklan lowongan kerja terhadap job pursuit intention dengan dimediasi oleh variabel attitude toward recruiting advertisement dan organizational attractiveness. Penelitian ini melibatkan 140 fresh graduate Universitas Indonesia lulusan tahun 2013-2016. Hasil pengolahan data yang diolah dengan menggunakan Structural Equation Modelling (SEM) menunjukkan bahwa job pursuit intention individu secara signifikan dipengaruhi oleh organizational attractiveness, publisitas negatif perusahaan, dan spesifikasi iklan lowongan kerja

ABSTRACT

Competent human resources is an important asset in achieving company's objectives. These competent human resources is obtained by recruitment process. The effectiveness of recruitment process can be influenced by external factors, namely publicity and job advertising strategy. This quantitative research aims to see the effect of negative publicity and job advertisement specification toward job pursuit intention mediated by attitude toward recruiting advertisement and organizational attractiveness. This study involved 140 fresh graduate of Universitas Indonesian in 2013-2016. The data which processed by using Equational Structural Modeling (SEM) showed that job pursuit intention is significantly influenced by organizational attractiveness, negative publicity, and job advertisement specification;