

Pengaruh corporate recruitment website quality dan informational social influences terhadap organizational attractiveness: studi pada PT. Unilever Indonesia, Tbk = The effect of corporate recruitment website quality and informational social influences towards organizational attractiveness of PT. Unilever Indonesia, Tbk

Ryan Ongdrus, author

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Abstrak

ABSTRACT

Tujuan dari penelitian ini adalah untuk menjelaskan organizational attractiveness pada PT. Unilever Indonesia, Tbk yang dipengaruhi oleh corporate recruitment website quality dan informational social influences secara simultan. Penelitian ini menggunakan tiga variabel yang berasal dari penelitian terdahulu yaitu, variabel corporate recruitment website quality dari Lin, variabel informational social influences dari Van Hoyer, dan variabel organizational attractiveness dari Gomes dan Neves. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data menggunakan metode survei. Instrumen pengumpulan data yang digunakan dalam penelitian ini adalah kuesioner online berupa Google Form. Teknik pengumpulan data dalam penelitian ini menggunakan purposive sampling. Jumlah responden yang ada di dalam penelitian ini berjumlah 150 orang yang merupakan generasi Y atau generasi millennials (lahir antara tahun 1980-tahun 2000) yang berdomisili di DKI Jakarta dan pernah melihat website rekrutmen PT. Unilever Indonesia, Tbk. Hasil dari penelitian ini menunjukkan bahwa corporate recruitment website quality dan informational social influences mempengaruhi organizational attractiveness secara signifikan.

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ABSTRACT

The purpose of this research is to explain the organizational attractiveness of PT. Unilever Indonesia, Tbk that influenced by corporate recruitment website quality and informational social influences simultaneously. This research used three variables that comes from previous researchs which are the variables of corporate recruitment website quality by Lin, the variables of informational social influences by Van Hoyer, and the variables of organizational attractiveness by Gomes and Neves. This research used a quantitative approach. Data was gathered by applying survey method. The instrument for data collecting in this research was online questionnaire in form of Google Form. The sampling technique in this research was purposive sampling. Total respondents in this research were 150 people of Y generations or millennials generations (born between 1980-2000) that domiciled in DKI Jakarta and have seen corporate recruitment website of PT. Unilever Indonesia, Tbk. The result of this research shows that corporate recruitment website quality and informational social influences affect organizational attractiveness significantly.