

Pengaruh perceived organizational justice, perceived organizational support, dan perceived career advancement opportunities bagi mahasiswa perempuan terhadap employer attractiveness (studi pada Unilever Indonesia) = The influence of perceived organizational justice, perceived organizational support, dan perceived career advancement opportunities for female students to employer attractiveness (study at Unilever Indonesia)

Elsa Ajarwati, author

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Abstrak

Penelitian ini bertujuan untuk menjelaskan Pengaruh Perceived Organizational Justice, Perceived Organizational Support dan Perceived Career Advancement Opportunities Bagi Mahasiswa Perempuan Terhadap Employer Attractiveness (Studi Pada Unilever Indonesia). Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 132 responden mahasiswi perempuan dari Universitas Indonesia dan Universitas Bina Nusantara Jakarta. Teknik penarikan sampel dilakukan dengan menggunakan teknik non-probability. Analisis data menggunakan analisis deskriptif dan inferensial. Analisis inferensial menggunakan regresi berganda. Hasil penelitian ini menemukan bahwa perceived organizational justice, perceived organizational support, dan perceived career advancement opportunities berpengaruh positif terhadap employer attractiveness di Unilever Indonesia.

This study aims to explain the influence of perceived organizational justice, perceived organizational support and perceived career advancement opportunities of female students to employer attractiveness (study of Unilever Indonesia). This study used quantitative approach with a total of 132 sample of female students from University Indonesia and Bina Nusantara University Jakarta. The sampling technique is done using non-probability sampling. To analyze the data, descriptive and inferential analysis are used. Multiple regression is used for inferential analysis. The result of this study found that perceived organizational justice, perceived organizational support, and perceived career advancement opportunities have a significant effect to employer attractiveness at Unilever Indonesia.