

# Pengaruh E-Recruitment Dan Employer Branding Terhadap Intensi Melamar Pekerjaan Pada Milenial Indonesia Di Perusahaan E-Grocery = The Influence of E-Recruitment and Employer Branding on the Intention to Apply for a Job among Indonesian Millennials in E-Grocery Companies

Cindy Natalia Wijaya, author

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## Abstrak

Potensi perkembangan bisnis paska pandemi menuntut perusahaan e-grocery untuk mengembangkan strategi yang dapat menarik banyak tenaga kerja, terutama generasi milenial yang merupakan angkatan kerja terbesar di Indonesia. Sistem rekrutmen yang efisien dan membangun citra perusahaan yang baik melalui employer branding bermanfaat untuk menarik minat para calon pekerja. Studi akan berfokus untuk mengukur pengaruh variabel e-recruitment, employer branding, dan interaksi keduanya terhadap intensi melamar pekerjaan. Penelitian akan berbentuk experimental vignette method withinsubject, dengan variasi 2x2. Dengan response rate sebesar 214,5%, total 210 partisipan milenial yang diperoleh melalui teknik convenience sampling akan dihadapkan ada 4 buah variasi vignette/stimulus terstruktur dan realistik berupa iklan lowongan pekerjaan, yang menggambarkan 4 kombinasi dari kedua variabel independen. Intensi melamar partisipan akan diukur menggunakan skala Intention Toward Company setelah mendapatkan paparan situasi realistik. Hasil penelitian menunjukkan bahwa e-recruitment tidak memiliki pengaruh signifikan terhadap intensi generasi milenial dalam melamar pekerjaan di perusahaan e-grocery. Namun employer branding berhasil memengaruhi intensi generasi milenial untuk melamar pekerjaan di perusahaan e-grocery. Hasil juga menunjukkan bahwa ketika e-recruitment dan employer branding dianalisis secara simultan, terdapat efek interaktif yang signifikan pada intensi generasi milenial. Untuk itu, perusahaan dapat memperkuat employer branding sebagai sarana komunikasi dan peningkatan citra perusahaan guna menarik minat para milenial. Penggunaan e-recruitment juga baik untuk dilakukan namun perlu disosialisasikan dengan baik, seperti melalui employer branding.

.....The potential for post-pandemic business development demands e-grocery companies to formulate strategies that can attract a substantial workforce, particularly the millennial generation, which constitutes the largest workforce in Indonesia. Efficient recruitment systems and the cultivation of a positive corporate image through employer branding are instrumental in garnering the interest of prospective employees. This study aims to measure the influence of e-recruitment, employer branding, and their interaction on the job application intentions of millennials. The research will adopt an experimental vignette method within-subject design with a 2x2 variation. With a response rate 214,5%, A total of 210 millennial participants obtained through convenience sampling, will be exposed to four structured and realistic vignettes or job vacancy advertisements depicting various combinations of the independent variables. The participants' job application intentions will be measured using the Intention Toward Company

scale after exposure to realistic scenarios. The findings indicate that e-recruitment does not exert a significant influence on the job application intentions of millennials in e-grocery companies. However, employer branding effectively influences the job application intentions of millennials in this context. Furthermore, when e-recruitment and employer branding are analyzed simultaneously, a significant interactive effect on the job application intentions of millennials is observed. Therefore, companies can strengthen their employer branding as a means of communication and enhancing the corporate image to attract millennial interest. While the use of e-recruitment is beneficial, proper socialization, such as through employer branding, is essential.