ABSTRACT

THE EFFECT OF E-RECRUITMENT, JOB CHARACTERISTICS, AND CAREER DEVELOPMENT ON JOB APPLICATION INTEREST

(Study on Internship Students of the Faculty of Economics, Siliwangi University)

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The purpose of this study was to determine and analyze the perceptions of internship students of the Faculty of Economics Class of 2018-2021, Siliwangi University towards e-recruitment, job characteristics, career development, and job application interest, as well as the effect of e-recruitment, job characteristics, and career development on the job application interest of internship students of the Faculty of Economics, 2018-2021 Siliwangi University.

The research method used is the survey method. Data collection techniques using interviews, questionnaires and documentation studies. The sampling technique in this study used a census with a sample size of 74 respondents. The data analysis technique used multiple linear regression analysis.

The results showed that e-recruitment has a good classification, job characteristics have a good classification, career development has a good classification, and job application interest has a good classification. E-recruitment, job characteristics, and career development affect the job application interest.

Keywords*: E-recruitment, Job Characteristics, Career Development, Job Application Interest*

ABSTRAK

PENGARUH *E-RECRUITMENT*, KARAKTERISTIK PEKERJAAN, DAN PENGEMBANGAN KARIR TERHADAP MINAT MELAMAR PEKERJAAN

(Studi pada Mahasiswa Magang Fakultas Ekonomi Universitas Siliwangi)

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      Tujuan penelitian ini adalah untuk mengetahui dan menganalisis persepsi mahasiswa magang Fakultas Ekonomi Angkatan 2018-2021 Universitas Siliwangi terhadap *e-recruitment*, karakteristik pekerjaan, pengembangan karir, dan minat melamar pekerjaan, serta pengaruh *e-recruitment*, karakteristik pekerjaan, dan pengembangan karir terhadap minat melamar pekerjaan mahasiswa magang Fakultas Ekonomi Angkatan 2018-2021 Universitas Siliwangi.

      Metode penelitian yang digunakan adalah metode survei. Teknik pengumpulan data menggunakan wawancara, kuesioner dan studi dokumentasi. Teknik pengambilan sampel pada penelitian ini menggunakan sensus dengan ukuran sampel sebanyak 74 responden. Teknik analisis data menggunakan analisis regresi linear berganda.

      Hasil penelitian menunjukkan bahwa e-recruitment memiliki klasifikasi baik, karakteristik pekerjaan memiliki klasifikasi baik, pengembangan karir memiliki klasifikasi baik, dan minat melamar pekerjaan memiliki klasifikasi baik. E-recruitment, karakteristik pekerjaan, dan pengembangan karir berpengaruh terhadap minat melamar pekerjaan.

Kata Kunci: *E-recruitment*, Karakteristik Pekerjaan, Pengembangan Karir, Minat Melamar Pekerjaan