

ABSTRAK
**PENGARUH REPUTASI PERUSAHAAN, *E-RECRUITMENT*,
DAN KOMPENSASI TERHADAP MINAT MELAMAR KERJA
LULUSAN BARU**

Oleh
Resya Noor Rahmania
NIM 213402045

Pembimbing I : Deden Mulyana
Pembimbing 2 : Gusti Tia Ardiani

Penelitian ini bertujuan untuk mengetahui pengaruh reputasi perusahaan, *e-recruitment*, dan kompensasi yang ditawarkan terhadap minat melamar kerja pada *Fresh Graduate* Fakultas Ekonomi dan Bisnis Universitas Siliwangi. Metode penelitian yang digunakan adalah survei dengan pendekatan kuantitatif. Survei dilakukan 192 *fresh graduate* menggunakan teknik *purposive sampling*. Adapun teknik pengumpulan data dilakukan dengan menggunakan kuesioner. Hasil penelitian menunjukkan bahwa reputasi perusahaan, *e-recruitment*, dan kompensasi yang ditawarkan berpengaruh positif dan signifikan terhadap minat melamar kerja pada *Fresh Graduate* Fakultas Ekonomi dan Bisnis Universitas Siliwangi. Implikasi dari temuan ini adalah bahwa perusahaan perlu memperkuat reputasi positifnya, mengoptimalkan sistem *e-recruitment* yang efisien, serta menyediakan kompensasi yang kompetitif untuk menarik minat calon pelamar dari kalangan *fresh graduate*. Temuan ini juga memberikan kontribusi teoritis dengan memperkuat pemahaman mengenai faktor-faktor yang memengaruhi minat melamar kerja, khususnya dalam konteks manajemen sumber daya manusia dan persepsi nilai kerja bagi generasi muda.

Kata Kunci: *Reputasi Perusahaan, E-Recruitment, Kompensasi yang Ditawarkan, Minat Melamar Kerja*

ABSTRACT
**THE INFLUENCE OF COMPANY REPUTATION,
E-RECRUITMENT, AND COMPENSATION
ON FRESH GRADUATES' JOB APPLICATION INTEREST**

By
Resya Noor Rahmania
NIM 213402045

Supervisor I : Deden Mulyana
Supervisor 2 : Gusti Tia Ardiani

This study aimed to determine the influence of company reputation, e-recruitment, and offered compensation on the intention to apply for jobs among fresh graduates of the Faculty of Economics and Business at Universitas Siliwangi. The research method used was a survey with a quantitative approach. The survey was conducted on 192 fresh graduates using purposive sampling techniques. Data collection was carried out using a questionnaire. The results showed that company reputation, e-recruitment, and offered compensation had a positive and significant influence on the intention to apply for jobs among fresh graduates of the Faculty of Economics and Business at Universitas Siliwangi. The implications of these findings were that companies needed to strengthen their positive reputation, optimize an efficient e-recruitment system, and offer competitive compensation to attract interest from fresh graduate applicants. These findings also provided a theoretical contribution by enhancing the understanding of the factors influencing job application intentions, particularly in the context of human resource management and perceived work value among younger generations.

Keyword: *Company Reputation, E-Recruitment, Offered Compensation, Job Application Interest*