

ABSTRACT

THE EFFECT OF WORK FLEXIBILITY AND E-RECRUITMENT ON GENERATION Z'S JOB APPLICATION INTEREST

(Case on Students of the Faculty of Economics and Business, Siliwangi University)

By:

Selvina Belarosya

NPM. 213402213

Guide I : Deden Mulyana

Guide II : Alfin Nur Fahmi Mufreni

The purpose of this study was to determine and analyze the perceptions of students of the Faculty of Economics and Business, Class of 2021, Siliwangi University towards work flexibility, e-recruitment, and interest in applying for work, as well as the effect of work flexibility and e-recruitment, on the interest in applying for work of students of the Faculty of Economics and Business, Siliwangi University Class of 2021.

The research method used is a quantitative descriptive method with a survey approach. Data collection techniques using interviews, questionnaires and documentation studies. The sampling technique in this study used stratified random sampling with a sample size of 267 respondents. The data analysis technique uses multiple linear regression analysis, F test and T test.

The results showed that work flexibility has a good classification, e-recruitment has a good classification, and interest in applying for a job has a good classification. Work flexibility and e-recruitment have an effect on Generation Z's job application interest.

Keywords: *Job Flexibility, E-recruitment, Job Application Interest, Generation Z*

ABSTRAK

PENGARUH FLEKSIBILITAS KERJA DAN E-RECRUITMENT TERHADAP MINAT MELAMAR KERJA GENERASI Z

(Kasus pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Siliwangi)

Oleh:

Selvina Belarosya

NPM. 213402213

Pembimbing I : Deden Mulyana

Pembimbing II : Alfin Nur Fahmi Mufreni

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis persepsi mahasiswa Fakultas Ekonomi dan Bisnis Angkatan 2021 Universitas Siliwangi terhadap fleksibilitas kerja, *e-recruitment*, dan minat melamar kerja, serta pengaruh fleksibilitas kerja dan *e-recruitment*, terhadap minat melamar kerja mahasiswa Fakultas Ekonomi dan Bisnis Universitas Siliwangi Angkatan 2021.

Metode penelitian yang digunakan adalah metode deskriptif kuantitatif dengan pendekatan survei. Teknik pengumpulan data menggunakan wawancara, kuesioner dan studi dokumentasi. Teknik pengambilan sampel pada penelitian ini menggunakan *startified random sampling* dengan ukuran sampel sebanyak 267 responden. Teknik analisis data menggunakan analisis regresi linear berganda serta uji F dan Uji T.

Hasil penelitian menunjukkan bahwa fleksibilitas kerja memiliki klasifikasi baik, *e-recruitment* memiliki klasifikasi baik, dan minat melamar pekerjaan memiliki klasifikasi baik. Fleksibilitas kerja dan *e-recruitment* berpengaruh terhadap minat melamar kerja generasi Z.

Kata Kunci: Fleksibilitas Kerja, *E-recruitment*, Minat Melamar Kerja, Generasi Z