

ABSTRACT

The Influence of E-Recruitment and Information Credibility on the Interest in Applying for Jobs for Generation Z Students.

(Generation Z Students of Siliwangi University Class of 2020 – 2023)

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This study aims to analyze the effect of e-recruitment and information credibility on job application interest among Generation Z students at Siliwangi University using a quantitative approach with an associative design and survey method, as well as a purposive sampling technique. Data were collected through questionnaires distributed to respondents who met the research criteria and analyzed using multiple linear regression. The results show that e-recruitment has no significant effect on job application interest, while information credibility has a positive and significant effect on job application interest. Simultaneously, both e-recruitment and information credibility have a significant effect on job application interest among Generation Z students. In conclusion, job application interest is more influenced by information credibility than e-recruitment, therefore companies are expected to ensure that job vacancy information is accurate, clear, and trustworthy to increase applicants' interest.

Keywords: e-recruitment, information credibility, interest in applying for a job, Generation Z

ABSTRAK

Pengaruh *E-Recruitment* dan Kredibilitas Informasi Terhadap Minat Melamar Kerja Mahasiswa Generasi Z.

**(Mahasiswa Generasi Z Universitas Siliwangi Angkatan
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Penelitian ini bertujuan untuk menganalisis pengaruh *e-recruitment* dan kredibilitas informasi terhadap minat melamar kerja mahasiswa Generasi Z di Universitas Siliwangi dengan pendekatan kuantitatif desain asosiatif dan metode survei serta teknik purposive sampling. Data diperoleh melalui penyebaran kuesioner kepada responden yang memenuhi kriteria penelitian, kemudian dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa *e-recruitment* tidak berpengaruh signifikan terhadap minat melamar kerja, sedangkan kredibilitas informasi berpengaruh positif dan signifikan terhadap minat melamar kerja. Secara simultan, *e-recruitment* dan kredibilitas informasi berpengaruh signifikan terhadap minat melamar kerja mahasiswa Generasi Z. Kesimpulannya, minat melamar kerja lebih dipengaruhi oleh kredibilitas informasi dibandingkan *e-recruitment*, sehingga perusahaan perlu memastikan informasi lowongan kerja disampaikan secara akurat, jelas, dan dapat dipercaya untuk meningkatkan minat pelamar kerja.

Kata Kunci: *e-recruitment*, kredibilitas informasi, minat melamar kerja, Generasi Z