

ABSTRACT

THE INFLUENCE OF E-RECRUITMENT, CORPORATE REPUTATION, AND EMPLOYEE ENGAGEMENT ON TURNOVER INTENTION (A Study on Universitas Siliwangi Students Working Part-Time in the Food and Beverage Sector)

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The purpose of this study is to determine and analyze the partial effects of E-Recruitment, Corporate Reputation, and Employee Engagement on Turnover Intention among Universitas Siliwangi students working part-time in the food and beverage sector. The research method used is an electronic survey method with a quantitative approach, while the sampling technique uses the purposive sampling method. The data collection technique used for primary data was carried out through questionnaires, and the ordinal data from the questionnaires were then transformed into interval data through the Method of Successive Interval. The analysis tool uses path analysis. The results showed that: E-Recruitment has a negative influence on turnover intention because clear digital information from the beginning successfully aligns job expectations, Corporate Reputation has a negative influence on turnover intention because a positive brand image and good corporate reputation act as strong emotional retention factors, and Employee Engagement has a positive influence on turnover intention because the practical competencies gained by part-time students during employment enhance their confidence and bargaining power to seek new career opportunities elsewhere.

Keywords: E-Recruitment, Corporate Reputation, and Employee Engagement, Turnover Intention.

ABSTRAK

**PENGARUH *E-RECRUITMENT*, REPUTASI PERUSAHAAN, DAN
EMPLOYEE ENGAGEMENT TERHADAP *TURNOVER INTENTION*
(Studi Pada Mahasiswa Universitas Siliwangi yang Bekerja *Part-time* di Sektor
Food and Beverage)**

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Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh *E-Recruitment*, Reputasi Perusahaan, dan *Employee Engagement* terhadap *Turnover Intention* pada mahasiswa Universitas Siliwangi yang bekerja *part-time* di sektor *food and beverage*. Metode penelitian yang digunakan adalah metode survei elektronik dengan pendekatan kuantitatif, sedangkan teknik penarikan sampel menggunakan metode *purposive sampling*. Teknik pengumpulan data yang digunakan untuk data primer dilakukan melalui kuesioner, data ordinal hasil kuesioner kemudian ditransformasikan menjadi data interval melalui *Method of Successive Interval*. Alat analisis menggunakan analisis jalur. Hasil penelitian menunjukkan bahwa *E-Recruitment* berpengaruh negatif terhadap *turnover intention* karena kejelasan informasi digital sejak awal mampu menyelaraskan ekspektasi kerja, Reputasi Perusahaan berpengaruh negatif terhadap *turnover intention* karena citra merek yang positif dan nama baik tempat usaha bertindak sebagai faktor penahan emosional yang kuat, dan *Employee Engagement* berpengaruh positif terhadap *turnover intention* karena peningkatan kompetensi praktis yang diperoleh mahasiswa paruh waktu selama bekerja justru meningkatkan kepercayaan diri dan daya tawar mereka untuk mencari peluang karier baru di tempat lain.

Kata kunci : *E-Recruitment*, Reputasi Perusahaan, dan *Employee Engagement* terhadap *Turnover Intention*.