

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *e-recruitment* dan daya tarik perusahaan terhadap minat melamar kerja Generasi Z di Kabupaten Banyumas. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 95 responden Generasi Z di Kabupaten Banyumas. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS).

Evaluasi model dilakukan melalui uji outer model untuk menilai validitas dan reliabilitas konstruk, serta uji inner model untuk menguji hubungan antar variabel laten. Pengujian hipotesis dilakukan menggunakan metode *bootstrapping*. Hasil analisis menunjukkan bahwa seluruh konstruk memenuhi kriteria validitas dan reliabilitas, serta model struktural memiliki kemampuan penjelasan yang memadai.

Hasil pengujian hipotesis membuktikan bahwa *E-recruitment* dan Daya Tarik Perusahaan dan berpengaruh signifikan terhadap Minat Melamar Kerja, sehingga seluruh hipotesis penelitian dinyatakan diterima. Temuan ini mengonfirmasi bahwa *e-recruitment* secara signifikan memengaruhi minat melamar, baik melalui jalur langsung maupun jalur tidak langsung melalui peran daya tarik perusahaan sebagai variabel mediasi.

Penelitian ini diharapkan dapat memberikan kontribusi bagi perkembangan kajian manajemen sumber daya manusia, khususnya dalam aspek rekrutmen yang berbasis digital, sekaligus menjadi masukan praktis bagi perusahaan dalam menyusun strategi perekrutan yang lebih tepat sasaran dan efektif.

Kata Kunci: Minat Melamar Kerja, *E-recruitment*, Daya Tarik Perusahaan.

SUMMARY

This study aims to analyze the effect of e-recruitment and company attractiveness on the job application intention of Generation Z in Banyumas Regency. The research employed a quantitative approach using a survey method involving 95 Generation Z respondents in Banyumas Regency. Data were collected through questionnaires and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS).

The model evaluation was conducted through the outer model to assess construct validity and reliability, and the inner model to examine the relationships among latent variables. Hypothesis testing was performed using the bootstrapping method. The results indicate that all constructs meet the criteria of validity and reliability, and the structural model demonstrates adequate explanatory power.

The hypothesis testing results show that e-recruitment and company attractiveness have a significant effect on job application intention, indicating that all proposed hypotheses are accepted. These findings confirm that e-recruitment significantly influences job application intention, both directly and indirectly through the mediating role of company attractiveness.

This study is expected to contribute to the development of human resource management literature, particularly in the area of digital-based recruitment, and to provide practical insights for companies in designing more targeted and effective recruitment strategies.

Keywords: Job Application Intention, E-recruitment, Company Attractiveness.