

E-RECRUITMENT, COMPANY REPUTATION, AND COMPENSATION: DRIVERS OF GENERATION Z STUDENTS' JOB APPLICATION INTENTION

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ABSTRACT

This study examines the influence of e-recruitment, corporate reputation, and compensation on the job application interest of Generation Z students at Sekolah Tinggi Ilmu Ekonomi IBMT Surabaya.

Using a quantitative approach, data were collected through a survey of 85 purposively selected respondents and analyzed with multiple linear regression. The results show that e-recruitment does not significantly affect job application interest, while corporate reputation and compensation have a positive effect. Simultaneously, all three variables influence job application interest. These findings highlight the importance for higher education institutions to design curricula that enhance job readiness, and for companies to develop recruitment strategies suited to Generation Z by leveraging technology, building a strong corporate image, and offering attractive compensation.

Keywords: *E-Recruitment, Company Reputation, Compensation, Job Application Intention*

INTRODUCTION

Human resources are a crucial factor in determining a company's success. Therefore, companies need to implement an effective recruitment process to acquire employees who meet organizational needs. Technological developments have also transformed conventional recruitment processes into digital recruitment, commonly known as e-recruitment. This transformation is particularly relevant to the characteristics of Generation Z, who have grown up with technology and the internet and tend to use digital media to search for job-related information.

Generation Z plays an increasingly significant role in Indonesia's labor market. According to data from Statistics Indonesia, Generation Z accounts for approximately 27.9% of the country's population. Although Indonesia's open unemployment rate declined during the 2021–2024 period, competition for employment remains a major challenge for younger generations. This situation highlights the importance of understanding the factors that influence Generation Z's intention to apply for jobs, particularly e-recruitment, company reputation, and compensation.

E-recruitment provides convenience to job seekers in obtaining vacancy information and sending

applications without being limited by distance and time. Ananda & Santosa (2024) found that e-recruitment has a positive and significant impact on Generation Z's interest in applying for jobs. Ease of obtaining job vacancy information and completing the online application process can increase prospective applicants' interest in the job opportunities offered by the company. However, Wijaya et al. (2023) stated that e-recruitment does not have a direct effect on interest in applying because it is only considered an administrative tool. The difference in results indicates a research gap regarding the influence of recruitment on interest in applying for a job.

Company reputation is also a consideration for prospective applicants because it reflects the company's performance, credibility, and condition. Cable & Turban (2003) stated that companies with a good reputation tend to be more attractive to job seekers. Conversely, Dodengo, et al. (2025) found that not all dimensions of corporate reputation directly influence job application interest. This inconsistency in results suggests the need to re-examine the influence of corporate reputation on Generation Z.

In addition, compensation is one of the factors that applicants consider because it is related to fulfilling financial needs and

appreciation for work. Hayomi & Suharnomo (2024) found that the more attractive the compensation offered, the higher the candidate's interest in applying. However, Handi & Safitri (2023) show that the younger generation also considers non-financial aspects, such as career development opportunities and the work environment, so that compensation does not always influence interest in applying for a job.

The selection of STIE IBMT Surabaya students as research subjects provides a unique research context because many students combine academic activities with employment responsibilities. This working-student profile creates different career decision-making patterns compared with students who focus solely on academic activities. From a socio-economic perspective, students with employment experience tend to consider practical factors such as economic stability, compensation expectations, career opportunities, and company credibility when evaluating potential employers. In addition, as Generation Z students who are familiar with digital technology, they utilize online platforms to search for employment information and evaluate job opportunities. Therefore, the characteristics of STIE IBMT Surabaya students strengthen the relevance of examining how e-recruitment, company reputation, and

compensation influence job application intention.

The originality of this research lies in examining the simultaneous influence of e-recruitment, company reputation, and compensation among Generation Z students with working-student characteristics at STIE IBMT Surabaya. Previous studies generally examined these variables separately or involved different respondent characteristics. Therefore, this study provides a contextual understanding of how employment-related considerations shape job application intention among Generation Z students who combine academic activities with work responsibilities.

THEORETICAL REVIEW

E-Recruitment

E-recruitment refers to the use of digital technology and online platforms in the recruitment process to attract, select, and communicate with potential applicants. In this study, e-recruitment is measured through perceived usefulness and perceived ease of use. Perceived usefulness refers to the extent to which prospective applicants believe that online recruitment systems help them obtain job information and identify suitable employment opportunities. Meanwhile, perceived ease of use relates to the perception that the system is easy to understand, has clear

instructions, and does not require complex technical skills (Davis, 1989).

For Generation Z, who have grown up in a digital environment, technology is an integral part of daily activities, including job searching behavior. A simple, accessible, and informative e-recruitment system can reduce barriers in the application process and increase applicants' willingness to apply. However, because digital technology has become a common expectation among Generation Z, the presence of e-recruitment may not always become a major factor influencing job decisions. Instead, it may function as a basic requirement that facilitates the application process rather than a primary attraction toward a company.

Previous studies show different findings regarding the influence of e-recruitment on job application intention. Found that e-recruitment positively influences Generation Z's interest in applying for jobs because it provides easier access to company and vacancy information (Muthuveloo et al., 2017a). Similarly, Davis (1989) explained that perceived usefulness and perceived ease of use influence technology acceptance behavior. However, found that e-recruitment does not directly influence job application intention because it is perceived only as an administrative tool. These differences indicate that the influence of e-

recruitment may depend on the characteristics and expectations of job seekers, particularly Generation Z, who may prioritize broader employment values beyond technological convenience (Wijaya et al., 2023).

H1: E-recruitment influences the interest in applying for jobs among Generation Z students at STIE IBMT Surabaya.

Company Reputation

Corporate reputation represents the overall perception of a company based on its credibility, performance, values, and relationship with stakeholders. In this study, company reputation is measured through corporate attractiveness, product and service quality, vision and leadership, work environment, corporate social responsibility, and financial performance (Fombrun et al., 2000).

For prospective employees, company reputation serves as an important source of information when evaluating an organization before having direct work experience. Generation Z tends to seek employers that align with their expectations regarding workplace quality, organizational values, career development opportunities, and long-term stability. Therefore, a positive company reputation can reduce uncertainty and increase confidence among potential applicants.

Turban explained that organizational reputation influences applicant attraction because reputation provides information regarding company credibility and employment conditions (Turban et al., 1998). Hayomi also found that company reputation influences Generation Z's interest in applying for jobs (Hayomi et al., 2024). On the other hand, Lumintang's research showed that company reputation does not have a partial effect, although it contributes simultaneously with other factors. These differences suggest that the influence of company reputation may vary depending on the characteristics of applicants and the employment context (Lumintang, et al., 2025).

For Generation Z students, company reputation may become an important consideration because they do not only seek employment but also evaluate whether the organization provides a supportive environment, career opportunities, and alignment with their personal expectations. Based on this description, the following hypothesis is formulated:

H2: Company reputation influences the interest in applying for jobs among Generation Z students at STIE IBMT Surabaya.

Compensation

Compensation refers to the financial and non-financial rewards provided by

organizations in return for employees' contributions. In this study, compensation is measured through salary and wages, bonuses, facilities, and allowances (Chapman et al., 2005). Attractive compensation packages can increase the perceived value of employment opportunities and encourage potential applicants to participate in recruitment processes.

From a socio-economic perspective, compensation becomes an important consideration for students who combine academic activities with employment responsibilities. For working students, employment decisions may be strongly influenced by economic stability, income expectations, and the perceived fairness between workload and rewards. Therefore, compensation may become a significant factor in shaping Generation Z's intention to apply for jobs.

Simamora (2015) found that compensation positively influences job application interest because competitive rewards increase organizational attractiveness. Similarly, Hayomi & Suharnomo (2024) showed that attractive compensation increases candidates' willingness to apply. However, Handi & Safitri (2023) argued that younger generations also consider non-financial aspects, such as career development opportunities and work environment,

meaning compensation alone may not always determine job application decisions.

These differences indicate that Generation Z evaluates employment opportunities through multiple dimensions, where compensation represents not only financial benefits but also an indication of organizational appreciation and future career prospects. Based on this explanation, the following hypothesis is formulated:

H3: Compensation influences the interest in applying for jobs among Generation Z students at STIE IBMT Surabaya.

Interest in Applying for a Job

Job application intention refers to an individual's willingness and motivation to seek information, evaluate employment opportunities, and submit an application to a particular organization. In this study, job application intention is influenced by the accessibility of recruitment processes, company reputation, and compensation offered.

Generation Z has unique characteristics in career decision-making because they are accustomed to accessing information quickly, comparing alternatives, and evaluating organizations before making decisions. Therefore, their intention to apply for jobs is not formed by a single factor but through a combination of technological convenience, organizational

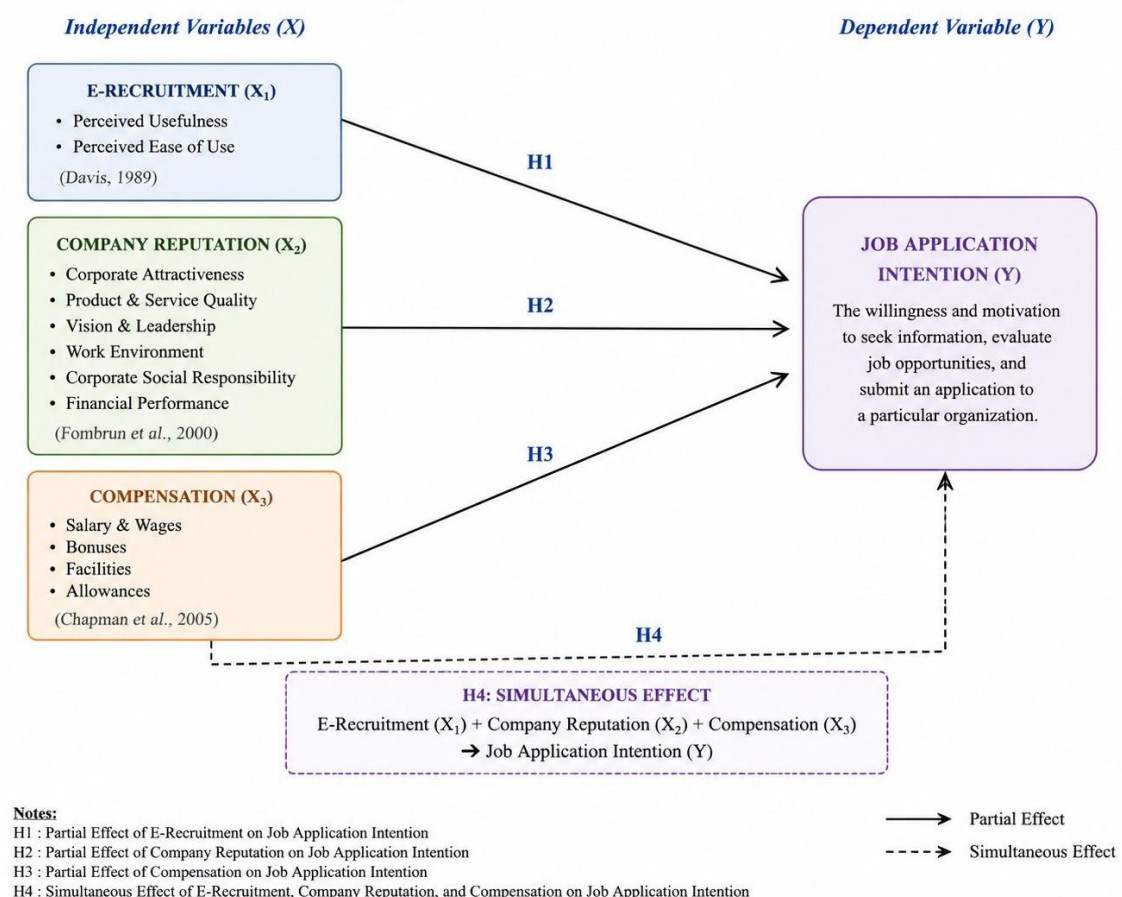
credibility, and expected employment benefits.

E-recruitment provides accessibility and efficiency in searching and applying for jobs. Company reputation reduces uncertainty by providing information about organizational credibility and workplace conditions. Meanwhile, compensation represents the economic value and rewards expected from employment. These three factors collectively influence how Generation Z evaluates job opportunities.

Dodengo, Lumintang, et al. (2025) found that e-recruitment, company reputation, and compensation simultaneously influence job application intention. Therefore, the following hypothesis is formulated:

H4: E-recruitment, company reputation, and compensation simultaneously influence the interest in applying for jobs among Generation Z students at STIE IBMT Surabaya.

Figure 1. Conceptual Framework



RESEARCH METHODS

This study uses a quantitative approach to test the influence e-recruitment, company

reputation, and compensation on job application interest. The quantitative approach is a research method that uses numerical data and statistical analysis to test

the relationship between variables (Watson, 2015). The independent variables in this study consist of e-recruitment (X1), company reputation (X2), and compensation (X3), while the dependent variable is interest in applying for a job (Y).

The research population included 576 active students of STIE IBMT Surabaya from the 2021 to 2024 intake. The sample was selected using a purposive sampling technique, namely the selection of respondents based on considerations or characteristics that are in accordance with the research objectives (Etikan, 2016). The research respondents were active students of STIE IBMT Surabaya who are included in the Generation Z group. The number of samples was determined using the Slovin formula with an error rate of 10% as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Information:

(n) = number of samples

(N) = population size

(e) = specified error rate

Based on a population of 576 students and a margin of error of 0.10, the sample calculation yielded 85 respondents. Therefore, this study involved 85 Generation Z students as respondents.

The 10% margin of error was selected considering the characteristics of the research population and the limitations of

data collection. The respondents were active Generation Z students at STIE IBMT Surabaya, many of whom had academic and employment responsibilities, which affected accessibility during questionnaire distribution. In addition, the data collection period was limited from February to May 2025. Therefore, a 10% margin of error was considered appropriate to obtain a sufficient number of respondents while maintaining the feasibility of data collection within the available timeframe.

The object of this study was STIE IBMT Surabaya, located at Jalan Raya Kupang Baru No. 8, Sukomanunggal District, Surabaya City, East Java. The subjects were active students of STIE IBMT Surabaya who met the research sample characteristics. The study was conducted from February to May 2025, covering data collection, data processing, analysis, and preparation of the research report.

Primary data was collected through questionnaires distributed to respondents. The research instrument used a four-point Likert scale: Strongly Agree (score 4), Agree (score 3), Disagree (score 2), and Strongly Disagree (score 1) (Sugiyono, 2018). The use of four answer choices aims to encourage respondents to provide more definitive assessments and reduce the tendency to choose neutral answers. e-recruitment consists of perceived usefulness and perceived ease of use.

Corporate reputation is measured through the company's attractiveness, products and services, vision and leadership, work environment, corporate social responsibility, and financial performance. Compensation is measured through salary and wages, bonuses, benefits, and allowances. Meanwhile, job application interest is measured through the need for work, job information search, job selection, and decision-making.

Data analysis was conducted using IBM SPSS Statistics 27. The initial stage of the analysis included instrument validity and reliability testing. The validity test used Pearson correlation with the criterion that an item is declared valid if the calculated (r) value is greater than or equal to the (r) table at a significance level of 0.05. The (r) table value is determined using the following degrees of freedom:

$$d(f) = n - 2$$

Information:

(df) = degrees of freedom

(n) = number of respondents

Reliability test using values Cronbach's Alpha: An instrument is said to be reliable when the value of Cronbach's Alpha ≥ 0.60 , while a value below 0.60 indicates that the instrument is not yet reliable (Sugiyono, 2018).

Before the regression analysis was conducted, the data were tested using

classical assumption tests, including normality, multicollinearity, and heteroscedasticity. The normality test used the Kolmogorov-Smirnov test, with the data being normally distributed if the significance value is greater than 0.05. The model was declared free of multicollinearity if the tolerance value was greater than 0.10 and the Variance Inflation Factor value was less than 10. The heteroscedasticity test used the Glejser method. The regression model was declared free of heteroscedasticity if the significance value of each variable was greater than 0.05 (Ghozali, 2018).

The influence of independent variables on the dependent variable is analyzed using multiple linear regression. The regression equation used is as follows (Siregar, 2015):

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Keterangan :

Y = Interest in applying for a job

α = Constant

β = Regression coefficient

X_1 = E-Recruitment

X_2 = Company reputation

X_3 = Compensation

ε = Error

Hypothesis testing is conducted using the t-statistic test, the F-statistic test, and the coefficient of determination. The t-test is used to partially test the influence of each independent variable. The hypothesis is accepted if the significance value is less than

0.05 or the calculated (t) value is greater than the (t) table value. The F-test is used to test the influence of *e-recruitment*, company reputation, and compensation simultaneously on the interest in applying for a job.

The simultaneous effect is declared significant if the significance value is less than 0.05 or the calculated (F) value is greater than the (F) table. The coefficient of determination (R^2) used to determine the proportion of variations in job application interest that can be explained by all independent variables in the research model.

RESULTS AND DISCUSSION

Instrument Test Results and Classical Assumptions

Instrument testing shows that all statement items on the variables *e-recruitment*, company reputation, compensation, and interest in applying for a job have a calculated (r) value greater than the (r) table value of 0.213. Thus, all statement items are declared valid and can be used in the analysis. The results of the reliability test also show that all variables have a value Cronbach's Alpha above 0.60, namely 0.654 for *e-recruitment*, 0.848 for company reputation, 0.743 for compensation, and 0.748 for job application

intention. These results indicate that the research instrument has adequate measurement consistency.

The results of the normality test using Kolmogorov-Smirnov produce a significance value of 0.052, greater than 0.05, so that the residual model is declared to be normally distributed. The results of the multicollinearity test show that the value tolerance variables *e-recruitment*, corporate reputation, and compensation were 0.805; 0.697; and 0.663, respectively. All of these values were greater than 0.10. Variance Inflation Factor for each variable is 1.243; 1.435, and 1.508 or less than 10. Thus, there is no multicollinearity between the independent variables.

Testing for heteroscedasticity using the Glejser test yielded a significance value of 0.121 for the *e-recruitment* variable, 0.216 for corporate reputation, and 0.119 for compensation. All significance values were greater than 0.05, indicating that the regression model did not experience heteroscedasticity. These test results indicate that the model meets the requirements for further multiple linear regression analysis.

Results of Multiple Linear Regression Analysis

Table 1. Results of Multiple Linear Regression Analysis and Partial Test

Variables	Coefficient B	Beta	t count	Significance	Information
Permanent	10,203	–	3,122	0,002	–

Variables	Coefficient B	Beta	t count	Significance	Information
E-recruitment	0,254	0,136	1,290	0,201	Not significant
Company reputation	0,166	0,253	2,229	0,029	Significant
Compensation	0,272	0,257	2,211	0,030	Significant

Source: Primary data processed using IBM SPSS Statistics 27, 2025.

Based on the analysis results in Table 1, the multiple linear regression equation can be formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

$$Y = 10,203 + 0,254X_1 + 0,166X_2 + 0,272X_3 + e$$

The constant value of 10.203 indicates the basic value of interest in applying for a job when e-recruitment, corporate reputation, and compensation are assumed to be fixed or zero. All independent variables have positive regression coefficients. This means that an increase in the assessment of e-recruitment, company reputation, and compensation tends to be followed by an increase in interest in applying for jobs. However, the

direction of this positive relationship is not always statistically significant.

A coefficient of recruitment of 0.254 indicates that every one unit increase in e-recruitment is estimated to increase job application interest by 0.254 units, assuming other variables remain constant. Corporate reputation has a coefficient of 0.166, while compensation has a coefficient of 0.272. Based on the unstandardized coefficient values, compensation has the largest numerical increase. However, based on the standardized coefficients, or beta, compensation and corporate reputation have almost the same influence strength, namely 0.257 and 0.253, respectively.

Hypothesis Testing Results

Table 2. Simultaneous Test Results and Determination Coefficient

Testing	Yield Value	Comparative Value	Conclusion
F count	10,064	F table = 2,72	Significant model
Significance of F	0,000	0,05	H4 accepted
R	0,521	–	Moderate relationship
R Square	0,272	–	Contribution: 27,2%
Adjusted R Square	0,245	–	Adjusted contribution: 24,5%

Source: Primary data processed using IBM SPSS Statistics 27, 2025.

The results of the F test show a calculated F value of 10.064, greater than the F table of 2.72, with a significance value of 0.000 or less than 0.05. These results indicate that e-recruitment, company reputation, and

compensation jointly significantly influence job application intentions. The coefficient of determination of 0.272 indicates that these three variables can explain 27.2% of the change in job application intentions.

Meanwhile, the remaining 72.8% is explained by other factors not included in the model, such as the work environment, career development opportunities, employer branding, job suitability, work location, and personal characteristics of the prospective applicant.

The Influence of E-Recruitment on Job Application Interest

The partial test results show the calculated t value of recruitment of 1.290, smaller than the t table of 1.990, with a significance value of 0.201 or greater than 0.05. Thus, e-recruitment does not significantly influence the interest in applying for jobs among Generation Z students at STIE IBMT Surabaya. H1 in this study cannot be accepted.

These findings suggest that Generation Z's familiarity with technology does not automatically make online recruitment systems a determining factor in job selection. For Generation Z, the use of the internet, job portals, and online application forms has become commonplace. Therefore, e-recruitment more seen as a basic facility or administrative tool that must be available, rather than as a special advantage that can immediately increase the desire to apply.

This finding can also be understood from the working-student characteristics of STIE IBMT Surabaya respondents. Students who

combine academic activities with employment responsibilities may have more practical considerations in evaluating job opportunities. For these students, e-recruitment platforms may only serve as a medium for accessing vacancy information and submitting applications, while the decision to apply is more strongly influenced by substantive employment factors such as compensation, company stability, and career prospects. Therefore, although Generation Z students are familiar with digital recruitment systems, technological convenience alone may not be sufficient to encourage job application intention among students with working-class characteristics.

The results of the validity test show that the items regarding ease of use in e-recruitment has high representative power. This indicates that respondents still consider platform convenience. However, technical convenience is not enough to influence application decisions without more substantive information, such as company reputation, career opportunities, work environment, and compensation. In other words, system convenience can help prospective applicants complete the application process, but it is not necessarily the primary reason they choose a company.

The significant influence of company reputation and compensation further supports this interpretation, indicating that working-student respondents tend to

prioritize organizational credibility and economic benefits over the recruitment mechanism itself.

The results of this study are consistent with Wijaya et al. (2023) who found that e-recruitment does not significantly influence job application intention because it functions primarily as a technical and administrative tool in the recruitment process. This finding suggests that the availability of digital recruitment systems alone may not be sufficient to attract applicants when other employment considerations become more dominant.

In the context of STIE IBMT Surabaya students, this result may be related to the characteristics of working students who tend to evaluate job opportunities based on practical considerations, such as compensation, company stability, and career prospects. Therefore, e-recruitment may be perceived only as a supporting facility for accessing job information rather than the main factor determining their intention to apply.

However, this finding differs from Muthuveloo et al. (2017) who found that e-recruitment influences job application intention. These differences may be caused by variations in respondent characteristics, institutional context, recruitment platform quality, and perceptions of technology benefits. In this study, the working-student characteristics of respondents may explain

why technological convenience alone does not strongly influence job application decisions.

The Influence of Company Reputation on Job Application Interest

The partial test results show a calculated t-value of company reputation of 2.229, greater than the t-table of 1.990, with a significance value of 0.029 or less than 0.05. Thus, company reputation has a significant effect on the interest in applying for jobs among Generation Z students at STIE IBMT Surabaya. H2 in this study is accepted.

The findings suggest that potential applicants use a company's reputation to assess the quality of their workplace before they have any direct experience within the company. A positive reputation can reflect professionalism, financial stability, leadership qualities, social responsibility, career development opportunities, and a healthy work environment. This information reduces potential applicants' uncertainty and increases their confidence that the company can provide good job prospects.

The indicator with the highest correlation value in the corporate reputation variable is the statement that the company has a clear vision, mission, and goals to face future challenges, with a correlation value of 0.782. These findings indicate that respondents do not solely judge companies based on their popularity or external image. Generation Z

also considers the clarity of the company's direction and its ability to survive and thrive in the long term. Companies with a clear vision and leadership are perceived as providing job stability and career development opportunities.

The results of this study are in line with Hayomi & Suharnomo (2024) who showed that company reputation influences the interest in applying for a job because it is the basis for prospective workers in assessing the company. These results also support Cable & Turban (2003) who found that there is an influence of company reputation on the interest in applying for a job in Generation Z. However, these findings differ from Dodengo, et al. (2025) who stated that company reputation has no effect because Generation Z considers access to job information and compensation more. The difference in results shows that company reputation can have different meanings depending on the characteristics of the respondents and the conditions of the labor market studied.

The Influence of Compensation on Job Application Interest

The partial test results show a t-value of compensation of 2.211, greater than the t-table of 1.990, with a significance value of 0.030 or less than 0.05. Thus, compensation has a significant effect on the interest in

applying for jobs among Generation Z students at STIE IBMT Surabaya. H3 in this study is accepted.

Compensation is a crucial consideration because it directly relates to economic needs and the prospective applicant's assessment of the rewards they will receive for their contributions. Students at STIE IBMT Surabaya, many of whom come from working backgrounds, tend to have more experience and a more concrete understanding of financial needs. Therefore, the appropriateness of salary, bonuses, benefits, workload, and career opportunities is a crucial consideration when choosing a job.

The indicator with the highest correlation value in the compensation variable was the statement regarding bonuses to increase employee motivation, with a value of 0.733. These results indicate that respondents prioritize not only base salary but also expect additional rewards based on work achievements. Bonuses are perceived as a form of company recognition for employee contributions and an opportunity to earn additional income.

Hayomi & Suharnomo (2024) who found that compensation positively influences job application interest. Similar results were found by ompensation has been found to influence job application intention among fresh graduates. The more competitive the rewards offered, the greater

the company's attractiveness to prospective applicants. However, this finding differs from Luthfi et al. (2024) who found that compensation did not have a significant effect because younger job seekers also consider company reputation, the work environment, career development opportunities, and the alignment between their personal values and the organization's culture.

The Influence of E-Recruitment, Company Reputation, and Compensation on Job Application Interest

The results of the simultaneous test show that e-recruitment, company reputation, and compensation jointly significantly influence job application intention. Thus, H4 in this study is accepted. This finding suggests that job application decisions are formed through the evaluation of several complementary factors, not solely based on a single variable.

Job search process, e-recruitment Providing access and convenience for prospective applicants to obtain information and submit applications. A company's reputation builds trust in the company's credibility, stability, and prospects. Meanwhile, compensation provides an

overview of the economic benefits and rewards to be received. E-recruitment, while not partially significant, its presence still contributes when combined with company reputation and compensation.

These simultaneous findings demonstrate that an easy recruitment system is more meaningful when a company has a good reputation and offers attractive compensation. Conversely, a good reputation and compensation need to be communicated through a recruitment process that is easy, clear, and accessible to potential applicants. These three variables thus form a set of information that helps Generation Z evaluate a job's suitability.

The results of this study are in line with (Dodengo, et al., 2025) who found that e-recruitment, company reputation, and compensation simultaneously influence job application intentions among final-year students. These results also support research (Dodengo, et al., 2025) which showed that all three variables collectively had a significant effect, although some variables did not show a strong partial effect. This confirms that the weakness of one factor can be complemented by others in shaping prospective applicants' decisions.

CONCLUSION

This study concludes that e-recruitment did not significantly influence the job

application intentions of Generation Z students at STIE IBMT Surabaya. These findings indicate that ease of use of online

recruitment systems is not yet a primary consideration in determining job application decisions. For Generation Z, who are accustomed to using digital technology, e-recruitment tends to be viewed as a basic facility in the registration process, rather than as a factor that directly increases the attractiveness of a job. Thus, the first hypothesis is not accepted.

Company reputation and compensation have been shown to have a positive and significant influence on job application intentions. Company reputation helps prospective applicants assess the company's credibility, stability, direction, work environment, and career development opportunities before deciding to apply. Meanwhile, compensation is a consideration because it relates to meeting economic needs and assessing the appropriateness of the reward received compared to the workload and responsibilities. Therefore, the second and third hypotheses are accepted.

Simultaneously, e-recruitment, company reputation, and compensation significantly influence job application intentions. These findings suggest that job application intentions are not formed by a single factor but rather through a comprehensive assessment of the ease of the recruitment process, level of trust in the company, and the benefits offered. Although e-recruitment has no partial effect, its presence still supports the process of

forming interest when combined with a good company reputation and attractive compensation. Thus, the fourth hypothesis is accepted.

The practical implications of this research suggest that companies need to strengthen their reputation through clear leadership, a positive work environment, company stability, and reliable public communication. Companies also need to offer competitive, transparent compensation that aligns with the workload and needs of prospective Generation Z employees. E-recruitment still needs to be maintained in a form that is easily accessible, informative, responsive, and integrated with information about the company, job positions, career paths, and compensation packages.

For STIE IBMT Surabaya, the results of this study can be used as a consideration in strengthening student job readiness programs, such as training in the use of digital recruitment platforms, curriculum vitae development, interview preparation, compensation literacy, and the ability to assess company reputation. The university can also expand its collaboration with companies to provide more relevant job information tailored to the characteristics of Generation Z students.

Further research is recommended to add other variables that can explain interest in applying for jobs, such as work environment, career development opportunities, employer

branding, individual fit with the organization, job flexibility, work location, and work-life balance. Future research could also use a larger sample size, involve

students from multiple universities, and employ a mixed-approach approach to better understand the reasons behind prospective applicants' decisions.

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