

The Influence of E-Recruitment and Job Characteristics on Pursuit Job Intention with Company Reputation as Moderator

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ABSTRACT

This study aims to determine the influence of e-recruitment and job characteristics on the pursuit of job intention of graduated student University in Yogyakarta city and company reputation as moderating variable. The study uses multiple linear regression analysis and moderated regression analysis with SPSS (Statistical Package for the Social Sciences) as a test tool. Sampling was carried out using purposive sampling, and the number of samples was 87 graduated students from 2017 & 2018 at ABC University, especially in the Management Study Program. The result of this research indicates that e-recruitment and job characteristics have a positive effect and significance on job pursuit intention. Company reputation as a moderate variable can strengthen the relationship between e-recruitment and interest in applying for work and job characteristics with interest in applying for work. The novelty of this research is that the company's reputation is one of the important variables that can strengthen the influence of recruitment and job characteristics on the interest of job seekers, where the results of previous research are still minimal. This research has theoretical and practical implications that are important to discuss further.

Keywords: Company Reputation; Digital Recruitment; E-Recruitment; Job Characteristic; Job Pursuit Intention

INTRODUCTION

The phenomenon of technological developments that occur around the world has an impact on Indonesia and all its people. People are starting to carry out their daily activities to become all-technological and digital (Togas et al., 2021). Technology will continue to evolve and develop with the times so that the number of internet users always increases from year to year. Based on data from the Indonesia Internet Service Providers Association (2022), the number of internet-connected users in 2021-2022 in Indonesia reached 210 million people out of 272 million people, or 77.02% of the population was able to operate the internet.

Technological advances that have occurred in Indonesia have affected people in carrying out their daily activities, especially in the field of human resources related to technology and digitalization. According to APJII (2022), workers such as students or students, homemakers, and those who do not work have mostly searched the internet. In addition, APJII stated that working internet users have used and applied the internet to support their work. Thus, companies need to make a revolution in increasing the attractiveness of job applicants.

An individual's interest in applying for a job stems from the decision to apply for a job, follow the recruitment process, and receive offers related to prospective companies. The majority of prospective job applicants will consider several things in finding and getting the right company according to individual preferences (Chapman et al., 2005). One of the factors that prospective job applicants consider is e-recruitment.

Currently, most job seekers enter the millennial generation and are dominated by Gen-Z. The millennial generation was born from 1981 to 1996. Generation Z was born from 1997 to 2012. The millennial generation in 2024 is between 25 and 43 years old, while Gen-Z in 2024 is 9 to 27 years old. One of the main characteristics of Gen Z is being used to things that smell of technology, also called tech-savvy. In this way, they are able to operate technology equipment easily, even from an early age, and tend to be more active in communicating through cyberspace, such as utilizing social media applications or messaging applications. Gen-Z is also prone to privacy concerns but independent; in terms of work, they are very ambitious to occupy the desired position, and the priority of work is to obtain large finances because their needs tend to be high due to technological changes. On the other hand, millennials are characteristic: adaptive, like to work together, have a high sense of curiosity, and they like input that builds them up (Zemke et al., 1999).

Companies in Indonesia have implemented the e-recruitment method. This method is a practical solution because it only uses internet facilities. Indonesia is currently in a new normal situation after the COVID-19 pandemic. The change from conventional to digital requires companies to follow the needs of the community. In addition, job characteristics are one of the factors that affect interest in applying for a job.

Job characteristics are job designs that will make it easier for employees to achieve their goals (Ahmad et al., 2019). Job characteristics are one of the important factors that need to be considered for companies because their subsequent implementation in the workplace will create a committed and dedicated workforce (Raihan, 2017). The characteristics of the job are information for prospective applicants regarding the aspects that will be faced regards the work they will go through; then, the employee can be accountable for the results of the work that has been carried out (Asnawi, 2018). Another element that can affect the interest in applying for a job is the company's reputation.

The company's reputation is an important thing, especially in the current new normal era. Based on the results of a survey by the Ministry of Manpower, around 88% of companies are directly affected by the pandemic, followed by 9 out of 10 companies in Indonesia suffering, resulting in significant losses. The losses experienced by the company can affect the company's reputation which is a benchmark for prospective workers in considering decisions. The better the company's reputation, the greater the chances of the company acquiring employees who match the qualifications.

Based on the above phenomenon, this study aims to analyze the influence of e-recruitment and job characteristics on the interest in applying for jobs with company reputation as a moderation variable.

LITERATURE REVIEW

Interest in Applying for a Job

Interest in applying for a job is a step of a person who is interested in getting a job that is preceded by a search for information related to job vacancies so that they get internal or external sources from the company who ultimately choose to determine which company location to apply for (Permadi, 2015). Interest in applying for a job is a strong conjecture to observe behavior at the attractiveness stage of recruitment, and knowing the choices that job applicants will make is important (Zaki & Pusparini, 2020). Interest in applying for a job is a feeling of wanting individuals to have a job that begins with looking for job vacancies on the platform to get a job that meets the requirements and abilities.

The indicators of interest in applying for jobs used in this study, according to Barber (1998), are 1) Individual needs for jobs, 2) Search for information about jobs, 3) Determination of job choices, and 4) Decision determination.

E-Recruitment

Recruitment is a series of activities to find and attract prospective human resources with the knowledge, skills, and motivation needed to fill the identified workforce planning inequalities (Simamora, 2015). E-recruitment is the process of recruiting candidates to apply for vacant positions in companies through the use of Internet technology to improve the recruitment process (Agarwal, 2022).

The e-recruitment indicator in this study is through two measurement scales to predict the acceptance of internet users according to Davis (1989), namely (1) perceived usefulness and (2) perceived ease.

Job Characteristics

Job characteristics are a description that includes job information related to tasks and commitments that will be carried out to fulfill the work obligations obtained by employees (Elbandiansyah, 2019). Job characteristics are a breakdown of the employee's responsibilities, including the types of tasks and obligations they have and how satisfied they are with carrying them out (Sandi et al., 2021). Job characteristics are a description that provides basic information to employees regarding the responsibilities and obligations that need to be carried out for organizational efficiency.

According to Robbins and Judge (2015), the indicators of job characteristics used in this study are (1) skill variation, (2) task identity, (3) task significance, (4) autonomy, and (5) feedback.

Company Reputation

A company's reputation is an important intangible asset because it has the potential to increase or decrease the value of a company according to the characteristics that have been formed through previous actions and prospects (Sivertzen et al., 2013). Companies that have a positive reputation tend to be able to attract candidates and are able to influence candidates' decisions in applying for jobs because of the company's image that has been formed (Potgieter & Doubell, 2020). It can be concluded that the company's reputation is an important aspect that needs to be maintained by the company to form good characteristics and identity so that it can increase its attractiveness to prospective job applicants.

According to Fombrun et al. (2000), the indicators used in this study are (1) emotional appeal, (2) products and services, (3) vision and leadership, (4) workplace environment, (5) social and environmental responsibility, and (6) financial performance.

Hypotheses Development

E-Recruitment and Interest in Applying for Jobs

E-recruitment is a strategy to find potential employees for the company by completing every step provided by the company through electronic media (Ramadhani & Zarlis, 2019). The use of the Internet for recruitment is carried out so that each candidate knows the existence of companies that are in need of labor so that it can make it easier for companies to find competent employees. This is true for candidates, where some of them understand technology and the Internet, which causes every individual to decide to look for job vacancies through the Internet.

This statement is similar to research conducted by Salahuddin et al. (2022), Iksan (2022), Freire & Castro (2021), and Cahyo & Waskito (2023) stating that e-recruitment is proven to have a positive influence on interest in applying for jobs. The use of the Internet is one of the crucial methods for companies, especially to find and find capable candidates according to the qualifications that the company has set. By using the Internet, it can reach all passive and active candidates wherever they are without space and time limits so that by utilizing this technology, it can open up great opportunities for every candidate.

H1: E-recruitment has a positive and significant effect on job application interest.

Job Characteristics and Interest in Applying for a Job

Job characteristics are characteristics and duties that include responsibilities, types of work, level of satisfaction with the job itself, policies, and procedures for completing tasks (Gunastri, 2013). When employees know the nature of the work that will be charged later, the employee can study and explore the characteristics of their work so that they are able to adjust to the abilities possessed by the employee.

This statement is in accordance with research conducted by Febrianti & Hendratmoko (2022), Rosandi (2024), Puspitasari (2023), Wanandra (2021), and Hayomi & Suharnomo (2024) which states that there is a positive and significant relationship between job characteristics and interest in applying for a job. The job characteristics displayed for candidates applying for jobs can serve as clarity of the type of tasks that candidates will perform where it is able to make them feel that there is detailed transparency and is useful in describing their jobs. With this, the employee can carry out his duties according to procedures and is able to get comparable feedback from the company.

H2: Job characteristics have a positive and significant effect on interest in applying for a job.

The Reputation of a Company that Moderates the Influence of e-recruitment and Interest in Applying for Jobs

A positive company reputation needs to be maintained to maintain public perception of all company performance, both past and future. A good company reputation will be considered more reliable and more attractive so that the company can continue to grow and achieve success according to its goals. Thus, the company's reputation becomes one that job applicants consider. Companies with a good track record of performance will attract employees of the best caliber who can help the organization achieve its goals (Narteh & Braimah, 2020).

This statement is in accordance with research conducted by Ruslim et al. (2021) stating that there is a positive and significant influence between the company's reputation and interest in applying for a job. In addition, the research is supported by research that has been conducted by Widiandi and Murti (2022) which revealed that company reputation has a significant effect on interest in applying for jobs.

When the company implements the e-recruitment method, the company provides information to job applicants regarding the availability of job vacancies for all regions spread without distance and time limits so that every active or passive job applicant candidate can access the information via the Internet, especially when the company is famous for having a good reputation in the eyes of the public so that the company can attract many enthusiasts. Studies by Sharma (2018), Saini et al. (2016), Chhabra & Sharma (2016), Diane et al. (2019), Channaby (2018), and Fenty & Rini, 2020 state that a company's reputation has a positive and significant impact on job application interest. A trustworthy company always tries its best to be an attractive place for job seekers because of a good image in their eyes. This reputation is certainly a target for proactive and potential job seekers, such as Millennial Generation and Gen-Z. E-recruitment carried out by companies has a positive effect on applicants' interest in the company. However, the influence will be greater when the company is intended to have a good reputation in their eyes.

H3: Company reputation can moderate the influence of e-recruitment on job application interest.

Company Reputation Moderates the Influence of Job Characteristics and Interest in Applying for Jobs

The company's reputation is a single entity because it is considered to have an important position to evaluate the long term so that it knows more developed prospects (Rahayu, 2018). The company's reputation is the most important characteristic of the company to pay attention to in order to assess the future perspective so that it can develop an even better company in front of the public. So, the company's reputation is one of the initial decisions taken into account by prospective applicants.

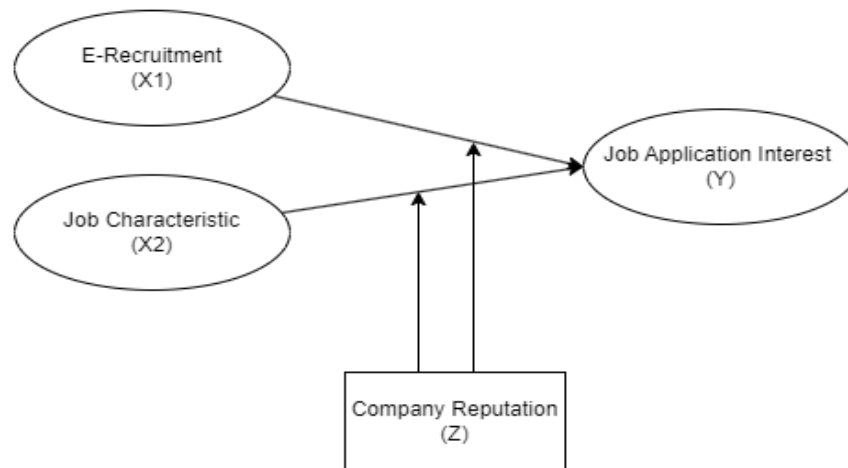
The above statement is in accordance with research conducted by Ruslim et al. (2021) stating that there is a positive and significant influence between the company's reputation and interest in applying for a job. When a company has a good reputation in the eyes of the public, it can attract many potential candidates to join the company because of its reputation, formed from the excellence and sensitivity carried out by the workforce. Thus, the company needs competent employees to continue to carry out their work professionally in accordance with the policies and procedures that have been set so as not to damage the reputation of the company that has been formed.

When the abilities possessed by the job applicant are in accordance with the characteristics of the job shown by the company, it will increase their interest in applying for a job. Especially if it is associated with the reputation of the company, when job applicants know that the company they are aiming for is bona fide to them, it can increase their enthusiasm in applying for a job.

Febrianti & Hendratmoko (2022), Rosandi (2024), Puspitasari (2023), Wanandra (2021), and Hayomi & Suharnomo (2024) state that there is a positive and significant relationship between job characteristics and interest in applying for a job. The characteristics of the job that match the potential and desire of the applicant, of course, affect the applicant's interest in joining the company. However, a company that is known to have a good reputation will be able to boost the influence of job characteristics on the applicant's interest and vice versa.

H4: The company's reputation can moderate the influence of work characteristics on the interest in applying for a job.

Figure 1. Research Framework



RESEARCH METHOD

This study uses a type of associative quantitative research with causal relationships with descriptive analysis methods. The object of this research is located at ABC University in Yogyakarta, Indonesia, with a population of students who have graduated from the Management Study Program, Faculty of Economics and Business, Class of 2017 – 2018, which totals 559 students.

The sample was determined using the Slovin calculation formula, which aims to estimate the proportion of the population with a limit error value of 10%, according to Setiawan (2017), obtained by 87 student alums. The sampling technique used in this study is proportional sampling through the help of the SPSS (Statistical Package for the Social Sciences) application 26. Primary data related to variables were collected through the results of the distribution of questionnaires and interviews to alums of the Class of 2017 – 2018. The measurement of whether or not data in this study is valid with the criteria determined by Ghozali (2018), namely, an item is said to be valid if the value of sig. \leq 0.05% and an item is said to be invalid if the value of sig. $>$ 0.05%.

The measurement of whether or not the data in this study is reliable or not with the criteria determined by Ghozali (2018), namely the Cronbach's Alpha value > 0.60 , then the questionnaire instrument is declared reliable, and if the Cronbach's Alpha value < 0.60 , the questionnaire instrument is declared unreliable.

RESULTS

Validity Test and Reliability Test

Based on the validity test of each indicator of the variable, each indicator shows a value less than 0.05 according to the criterion of 0.00, which means that all items are said to be valid. Similarly, the results of the reliability test of each variable obtained a Cronbach's Alpha value of 0.848, which means that all variables are said to be reliable.

Quantitative Analysis

In this study, a simple linear analysis technique is used to test Hypothesis 1 and Hypothesis 2. In addition, Moderating Regression Analysis (MRA) to test Hypothesis 3 and Hypothesis 4 through the help of SPSS (Statistical Package for the Social Science) 26. The criteria for determining these variables can moderate the influence, namely by looking at the significance value; if the value of sig. More than 0.05, the conclusion has no effect when the value of sig. Less than 0.05, the moderation variable has an influence (Santoso, 2015).

Hypothesis Test

The hypothesis test in this study uses a t-test by looking at the t-significance of each variable at the regression output with a significance level of 0.05 (Ghozali, 2018). The criteria used to test the t-test, according to Ghozali (2018), are if the value of sig. ≤ 0.05 , the research hypothesis is accepted, and if the significance value is > 0.05 , the research hypothesis is rejected. In this study, hypothesis 1 and hypothesis 2 were tested.

Simple Linear Regression Analysis

The next stage is to conduct a simple linear regression analysis to analyze the direct relationship between the e-recruitment variable (X_1) and job characteristics (X_2) to the interest in applying for a job (Y).

Table 1. Results of Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.203	0.340		6.482	0.000
	E-Recruitment (X_1)	0.511	0.77	0.586	6.672	0.000
	$R^2 = 0.344$					

a. Dependent Variable: Interest in Applying for a Job

Source: Secondary Data Processed (2024)

Table 2. Results of Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.950	0.336		5.804	0.000
	Job Characteristics (X_2)	0.579	0.77	0.631	7.502	0.000
	$R^2 = 0.398$					

a. Dependent Variable: Interest in Applying for a Job

Source: Secondary Data Processed (2024)

Table 1 shows the output of the results of simple regression analysis, showing that the B value (e-recruitment) of the independent variable of 0.511 has a positive influence on the interest in applying for jobs (Y). Table 2 shows the output of the results of simple regression analysis, showing that the B value (job characteristics) of the independent variable is 0.579, which means that it has a positive influence on the interest in applying for a dependent variable job.

MRA (Moderated Analysis Regression)

The next stage is to conduct an interaction test analysis, namely MRA (Moderated Analysis Regression), to analyze the interaction relationship of the company's reputation variable (Z) in influencing the e-recruitment variable (X1) on job application interest (Y) and job characteristics (X2) on job application interest (Y).

Table 3. MRA Results (Moderated Regression Analysis)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.983	0.328		9.094	0.000
	E-Recruitment (X ₁)	-0.016	0.118	-0.019	-0.140	0.889
	Job Characteristics* Company Reputation*	0.082	0.015	0.732	5.401	0.000

a. Dependent Variable: Interest in Applying for a Job

Source: Secondary Data Processed (2024)

Table 3 shows the output of the MRA analysis results which shows that the regression coefficient value is 2.983 (positive) and the probability of significance is $0.00 < 0.05$ so that it can be concluded that the e-recruitment variable moderated by the company's reputation influences the interest in applying for a job. So, the company's reputation can moderate the influence of e-recruitment on job application interest.

Hypothesis Test

Based on the results of a simple linear regression analysis in Table 1 regarding the influence of e-recruitment (X1) on job application interest (Y), the regression coefficient of the e-recruitment variable was obtained at 2.203. The results of the statistical calculation were obtained with a calculation of 6.482 with a significance level of 0.000, which means less than 0.05 so the value shows a significant value. The first hypothesis that states that e-recruitment affects interest in applying for a job, is supported.

Based on Table 2, the results of a simple linear regression analysis regarding the influence of job characteristics (X₂) on job application interest (Y) obtained a regression coefficient of 1.950. The results of the statistical calculation were obtained with a count of 5.804 with a significance level of 0.000, which means less than 0.05, so the value shows a significant value. Thus, the second hypothesis states that the characteristics of work affect interest, was supported.

Based on Table 3 regarding the effect of e-recruitment (X1) on job application interest (Y) moderated by company reputation (Z), a regression coefficient of 2.983 was obtained. The results of the statistical calculation were obtained with a count of 5.401 with a significance level of 0.000, which means less than 0.05 so the value shows a significant value. Thus, the third hypothesis that company reputation moderates the influence of e-recruitment on job application interest is supported.

Table 4. MRA Results (Moderated Regression Analysis)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.008	0.413		7.278	0.000
		0.019	0.161	0.020	0.117	0.907
	Job Characteristics* Company Reputation	0.074	0.019	0.682	3.889	0.000

a. Dependent Variable: Interest in Applying for a Job

Source: Secondary Data Processed (2024)

Furthermore, based on Table 4 regarding the characteristics of the job (X2) to the interest in applying for a job (Y) moderated by the company's reputation (Z), a regression coefficient of 3.008 was obtained. The results of the statistical calculation were obtained t count 3.889 with a significance level of 0.000, which means less than 0.05, so that the value shows a significant value. Thus, the fourth hypothesis that company reputation moderates the influence of job characteristics on job application interest is supported.

DISCUSSION

The Effect of E-Recruitment on Interest in Applying for Jobs

The results of the study show that e-recruitment has a positive and significant effect on the interest in applying for a job, which means that the interest from job applicants increases when companies apply the e-recruitment method. Job applicants feel that the method is efficient and effective in the job search process. Job applicants only need to dig up information through social media or the internet to find out about job vacancies, company profiles, and information that should be useful for recruitment purposes. With the implementation of this online recruitment strategy, job applicants can save time. Not only that, the cost and energy can then minimize obstacles so that there is no need to reach companies that are far from their location. It is also supported by the fact that the respondents are millennials who have adapted to the advancement of information technology, so they have the perception that digital recruitment is an easier step to get a job.

This study strengthens previous research (Salahuddin et al., 2022; Iksan, 2022; Freire & Castro, 2021; Cahyo & Waskito, 2023) that e-recruitment is proven to have a positive influence on interest in applying for jobs. E-recruitment will be able to attract applicants from the Millennial Generation and Gen-Z who have the potential to apply for jobs. Gen Z is happy with the change and mastering technology so it is in accordance with the development of needs in the current era.

The Effect of Job Characteristics on Interest in Applying for a Job

The results of the study show that e-recruitment has a positive and significant effect on the interest in applying for a job, which means that the interest from job applicants increases when companies apply the e-recruitment method. Job applicants feel that the method is efficient and effective in the job search process. Job applicants only need to dig up information through social media or the internet to find out about job vacancies, company profiles, and information that should be useful for recruitment purposes. With the implementation of this online recruitment strategy, job applicants can save time. Not only that, the cost and energy can then minimize obstacles so that there is no need to reach companies that are far from their location. It is also supported by the fact that the respondents are millennials who have adapted to the advancement of information

technology, so they have the perception that digital recruitment is an easier step to get a job.

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The results of the study showed that the characteristics of the job had a positive and significant effect on the interest in applying for a job, which indicated that one of the factors for candidates in applying for a job was the transparency of the work charged to them. Transparency of work characteristics is needed by employees to be able to review the tasks given so that they are able to take responsibility and complete them in accordance with the goals that have been set by the company. Thus, the company can provide feedback and assessment based on the performance that has been performed. This study strengthens previous research (Febrianti & Hendratmoko, 2022; Rosandi, 2024; Puspitasari, 2023; Wanandra, 2021; Hayomi & Suharnomo, 2024) that there is a positive and significant relationship between job characteristics and interest in applying for a job. Job characteristics are a work condition that can determine a person's suitability for a certain field of work consisting of a variety of skills needed, procedures and clarity of tasks, level of importance, authority and responsibilities as well as feedback from the tasks performed. When the characteristics of the job are perceived positively by applicants, it has an impact on their desire to join the company, and vice versa. Some individuals from the Millennial Generation and most of the Gen-Z will definitely take into account the characteristics of the job to be applied for before deciding to join the company, as this will affect their morale and have an impact on their performance.

The Influence of Company Reputation in Moderating E-Recruitment on Job Application Interest

The results of this study show that e-recruitment has a positive and significant effect on the interest in applying for jobs among alumni of ABC University's Management study program. The meaning of having a positive and significant influence means that when UPNVYK Management alumni optimize the use of e-recruitment in finding a job, it will increase interest in applying for jobs. On the other hand, when ABC University, especially in Management alumni does not optimize the use of e-recruitment in finding a job, it will decrease their interest in finding a job.

The results of this study show that e-recruitment has a positive and significant effect on the interest in applying for jobs among alumni of the ABC University in Management study program. The meaning of having a positive and significant influence means that when ABC Management alumni optimize the use of e-recruitment in finding a job, it will increase interest in applying for jobs. On the other hand, when ABC Management alumni do not optimize the use of e-recruitment in finding a job, it will decrease their interest in finding a job.

Studies of Sharma, 2018; Kumari & Saini., 2018; Chhabra et al, 2023; Lawong et al., 2019; Erlinda & Safitri, 2020 states that a company's reputation has a positive and significant impact on job application interest. A trustworthy company always tries its best to be an attractive place for job seekers, because of a good image in their eyes. This reputation is certainly a target for proactive and potential job seekers, such as Millennial Generation and Gen-Z.

The Influence of Company Reputation in Moderating Job Characteristics on Job Application Interest

The results of this study show that job characteristics have a positive and significant effect on the interest in applying for jobs in alumni of ABC Management study program students. The meaning of having a positive and significant effect means that when the perception of ABC University in Management alumni is higher regarding the characteristics of the job, it will increase their interest in finding a job. On the other hand, when the perception of ABC University Management alumni regarding the characteristics of the job is lower, it will decrease their interest in finding a job.

This is because the characteristics of the job include the characteristics and description of the work that will be his responsibility as an employee. When companies are known for their good reputation, this can be seen from how they have succeeded in carrying out excellent service to the public so that they have full trust. Not only that, by having a clear vision and competent leadership, it can develop the company in accordance with the public interest. According to Sivertzen et al., (2013), corporate reputation is a social characteristic of a company that is formed based on actions that have been taken and actions in the future. Building a strong reputation takes longer to see the results of the reputation that has been built, by showing how the general public feels about the company, so that the public, including job seekers, has trust in the company (Potgieter & Doubell, 2018). Febrianti & Hendratmoko, 2022; Rosandi, 2024; Puspitasari, 2023; Wanandra, 2021; Hayomi & Suharnomo, 2024 which states that there is a positive and significant relationship between job characteristics and interest in applying for a job. The characteristics of the job that match the potential and desire of the applicant, of course, affect the applicant's interest in joining the company. However, a company that is known to have a good reputation will be able to boost the influence of job characteristics on the applicant's interest, and vice versa. Company reputation is the public's perception of a company whether the company is good or not in accordance with what the company does. If the company's reputation is good according to the community, then people will try to enter and work in the company and likewise, if the company's reputation is bad, then the community will not enter and register for work at the company. The strength of the company's reputation is quite significant in influencing the increasing characteristics of the job to the interest in applying for the company. The millennial generation and Gen-Z will automatically choose the desired workplace based on the company's ability to display its reputation, so both generations tend to be interested in choosing it as devoting themselves to work. The real form of a company's reputation is its tendency to create quality products and services in the competitive era.

The theoretical contribution of this research is to strengthen the theory related to corporate reputation that states that a good reputation provides benefits for the company, such as increased customer trust, attraction to the best talent, strong relationships with business partners, and investor support. Conversely, a bad reputation can lead to a decline in trust, loss of customers, a decrease in brand value, and other negative impacts on business sustainability. The influence of recruitment and job characteristics on the interest of job seekers applying to a particular company will be higher if the company applied for has a good reputation.

The results of this research strengthen the cognitive social theory (Bandura, 1986). This theory is one of the learning theories that explain patterns of behavior. The theory developed by Albert Bandura in the 1960s focuses on how and why people tend to imitate or imitate what they see through the media or others. Cognitive social theory is a development of social learning theory that provides a framework for understanding, predicting, and changing human behavior. The results of this research show that when e-recruitment and job characteristics are perceived well by job seekers, it will affect their

interest in applying for a job at a company, especially a company that has a good reputation in their eyes, and vice versa. The purpose of cognitive social theory is to explain how people regulate their behavior through control and reinforcement or reinforcement to achieve goal-directed behavior that can be maintained over time.

The managerial contribution of this research is that company leaders can use it to maintain the company's reputation at a higher or better level in the eyes of stakeholders so that when opening job vacancies for job seekers, individuals from the millennial generation and potential Gen-Z can be obtained. Gen-Z has the advantage of extensive knowledge because it is easy to access information, has a high motivation to excel, is able to do more than one job at a time, and has a very high desire to continue to grow. These characteristics benefit the company now and in the future.

CONCLUSION

The results of a simple linear regression analysis in this study showed that e-recruitment had a positive and significant effect on job application interest, so it could be concluded that the first hypothesis was supported. Furthermore, the characteristics of the job have a positive and significant effect on the interest in applying for a job, so it is concluded that the second hypothesis is supported. The company's reputation can moderate or strengthen the influence of e-recruitment on job application interest, so the third hypothesis is supported. The company's reputation can moderate or strengthen the influence of job characteristics on job application interest, so it is concluded that the fourth hypothesis is supported.

LIMITATION

The limitation identified in this study is the need for more literature that explains the company's reputation as a moderation variable that can strengthen the influence of job characteristics on job application interest. In addition, the researchers are further expected to examine other variables that can affect the interest in applying for a job, such as compensation, employer branding, job seeker perception, job seeker character, employer attractiveness, company image, e-recruitment effectiveness, and so on. Further research should expand the research object to graduates of other universities both in Indonesia and abroad with an adequate population. Thus, the results of the research can be developed and have wider implications from a practical and managerial perspective.

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DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest.

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