INFLUENCE OF COMPANY IMAGE ON APPLICANT ATTRACTION IN THE RECRUITMENT PROCESS OF PT. X COMPANY IN SURABAYA

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WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
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CASE STUDY REPORT
Submitted to
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2016

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TABLE OF CONTENTS

Page

TITLE PAGE…….....i

RATIFICATION PAGE ……..…….ii

STATEMENTT OF AUTHENTICITY SCIENTIFIC WORK…..…..iii

APPROVAL PAGE…….....iv

PREFACE……...…….....v

TABLE OF CONTENT…….....vii

LIST OF DATA…….....ix

LIST OF FIGUR …….…... x

LIST OF APPENDIX…….....xi

ABSTRACT…….....xii

CHAPTER 1. INTRODUCTION

1.1. Background……...……...1

1.2. Scope of Research…….....3

1.3. Objective of Research…….....3

1.4. Significance of Research…….....4

1.5. Research Question…….....4

1.6. Chapter Outline…….....5

CHAPTER 2. LITERATURE REVIEW……..7

2.1. Company Image and Job Application……..…...8

2.2. Factors of Company Image.....11

2.2.1. Salary, Compensation, and Benefits……...11

2.2.2. Working Environment…….....13

2.2.3. Job Position and Job Placement…….....15
2.3. Definition of Applicant Attraction……..…...16
2.2. Theoretical Framework…….....19
CHAPTER 3. RESEARCH METHOD
3.1. Research Design……..….20
3.2. Type and Source of Data…….....20
3.2.1. Type of Data…….…...20
3.2.2. Source of Data…….…...21
3.3. Methods of Collecting Data…….....22
3.4. Research Object……..…...23
3.5. Analysis of Data…….....23
CHAPTER 4. ANALYSIS AND DISCUSSION
4.1. Recruitment and Selection Process on PT. X Company……....26
4.1.1. Characteristic of Research Respondent.....28
4.2. Descriptive Statistic…….....33
4.3. Results of Hypothesis Findings…….....41
CHAPTER 5. CONCLUSION AND SUGGESTION
5.1. Conclusion…….....45
5.2. Limitation and Suggestion…….....46
REFERENCES
APPENDIX

TABLE OF DATA

Page

Table 4.1. Profile of Respondent based on Gender.....30
Table 4.2. Profile of Respondent based on Age.....30
Table 4.3. Profile of Respondent based on Education.....31
Table 4.4. Profile of Respondent based on Job Position that they want to Apply.....32
Table 4.5. Profile of Respondent based on Hometown.....33
Table 4.6. Descriptive Statistic based on Perception of Work Itself...34
Table 4.7. Descriptive Statistic based on Perception of Job Itself 35
Table 4.8. Descriptive Statistic based on Perception of Compensation.....36
Table 4.9. Descriptive Statistic based on Interest on the Job.....37
Table 4.10. Descriptive Statistic based on Interest on the Organization.....38
Table 4.11. Descriptive Statistic based on Intention to Pursue a Job with this Organization.....39
Table 4.12. Descriptive Statistic based on Intention to Pursue a Job applied for.....39
Table 4.12. Correlation of Organizational Image vs Application.....39
Table 4.13. Reliabilities Statistics.....40
Table.4.14. Regression Statistic of variable Y1 41
Table.4.15. Regression Statistic of variable Y2.....42
Table.4.16. Regression Statistic of variable Y3.....42
Table 4.17. Regression Statistic of variable Y4.....43

TABLE OF FIGURE

Page

Figure 2.1. The Theoretical Framework of Influence of Organization Image to The Applicant Attraction……20

TABLE OF APPENDIX

APPENDIX A – Questionnaire
APPENDIX B – List of Table

ABSTRACT

In this new era of globalization, many industries have serious difficulties in recruiting potential employee in the wake of significant shifts in the demographic composition of labor markets and rapid changes in technology. Recruitment is the primary mechanism used by organizations to attract qualified applicants, this discipline is receiving increased recognition among academic scholars as organizations seek to establish a competitive advantage over competitors in response to shifts in labor market conditions.

The aim of the research is to explain, describe, and identify the influence of company image on applicant attraction of PT X Company. The data was gathered in structured survey questionnaire distributed to the 200 applicants of PT X Company in Job Fair or daily test/interview, and collected on the same day. The data was analyzed by using Descriptive Statistic and Correlation Analysis. The Result shows that the Company Image has positive correlation with the Attraction of Applicant. Meanwhile, as individual dimension, company image has influence toward job applicant attraction.

Keywords: *Company Image, Job Applicant, Applicant Attraction, Descriptive Statistics, Correlation Analysis*

ABSTRAK

Dalam era baru globalisasi ini, banyak industri mengalami kesulitan serius dalam merekrut calon karyawan di bangun dari pergeseran signifikan dalam komposisi demografis pasar tenaga kerja dan perubahan yang cepat dalam teknologi. Rekrutmen adalah mekanisme utama yang digunakan oleh organisasi untuk menarik pelamar yang memenuhi kualifikasi, disiplin ini menerima pengakuan meningkat di kalangan sarjana akademik sebagai organisasi berusaha untuk membangun keunggulan kompetitif atas pesaing dalam menanggapi pergeseran dalam kondisi pasar tenaga kerja.

Tujuan dari penelitian ini adalah untuk menjelaskan, mendeskripsikan, dan mengidentifikasi pengaruh citra perusahaan pada objek pemohon PT X Perusahaan. Data dikumpulkan dalam kuesioner survei terstruktur didistribusikan ke 200 pelamar dari PT X Perusahaan di Job Fair atau ulangan harian / wawancara, dan dikumpulkan pada hari yang sama. Data dianalisis dengan menggunakan deskriptif Statistik dan Analisis Korelasi. Hasil menunjukkan bahwa Gambar Perusahaan memiliki korelasi positif dengan objek dari Pemohon. Sementara itu, sebagai dimensi individual, citra perusahaan memiliki pengaruh terhadap daya tarik pelamar pekerjaan.

Keywords: *Company Image, Job Applicant, Applicant Attraction, Descriptive Statistics, Correlation Analysis*