

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



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

CASE STUDY REPORT

Submitted to

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To Meet Most of the Requirements of Obtaining a Bachelor Degree

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BY:

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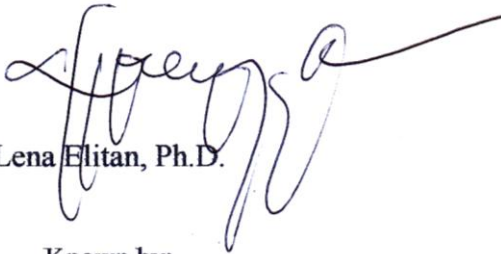
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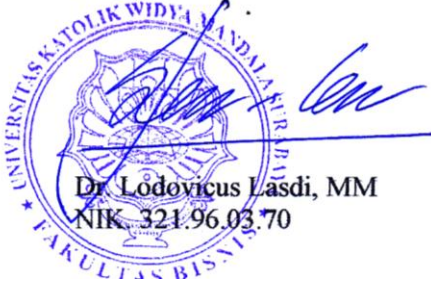
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APPROVAL PAGE

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Bunga Ayu Primananda

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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*