

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1. Conclusion

Based on the correlation of the finding research, the conclusion of this research is the Organization Image has a correlation with the Application of the Job Applicant. The organization image will lead the pursuit behavior of job applicants that intention to pursue a job from this company and intention to pursue a job that applied for.

The PT X Company has shown that the company has a positive Company Image in the applicant eyes. This research already proven by the regression analysis in chapter 4, the significance for company image of PT X Company n applicants eye  $\rightarrow 0.027$  which is this number are acceptable, because the number of significance of acceptable is below 0,1 or 0,1. Many of the applicants are willing to work in this company. Also, there are many applicants that choose the PT X Company to become the company to work for.

Related to the selection and process of recruitment in PT X Company the writers can see the ambience of the applicant that send their CV to the company. The location of company also becomes the choice of applicants according to their hometown, that are so many applicant that come from Surabaya due to the main office the PT X Company is in Surabaya. Also work environment that give a positive impact to the applicant.

## **5.2. Limitation and Suggestion**

In conducting this current research, there is several limitations face by the writers. The first limitation is the lack of variable. Due to the limitation of time, the writers were not able to explore more about the variable of this research.

Therefore, the researchers suggest the future researchers to find the appropriate time to add some variable. So that the future research result may have more random variable and make this research more reliable. Thus the future research result may better explain the phenomena in the reality.

The second limitation is regarding the limited sample size. In terms of sample size, the writers cannot have fulfilled the requirement specified by the Rose (2000) in the 325 respondents for this current research. In spite of that, there are other requirements such as regression formula that cannot be followed by the writers due to the limitation of time. Further, due to the limitation of time, the writers can only obtain 200 respondents.

The researchers suggest the future research to have more respondents involved by comparing the minimum number respondent requirement rules from several authors and adjust with the capability of the future researchers themselves to obtain more number of respondents. The bigger sample size used in the research is believed to gain more accurate result which may describe the phenomena that happen in the society.

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