

PENGARUH NAMA BAIK PERUSAHAAN, SIKAP, NORMA SUBJEKTIF DAN KONTROL PERILAKU YANG DIRASAKAN TERHADAP MINAT MELAMAR PERKERJAAN (Survey Kepada Mahasiswa Manajemen Tingkat Akhir Prodi Manajemen Angkatan 2018 Universitas Muhammadiyah Metro)

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ABSTRAK

Differences in views between companies and job seekers. From the company's point of view, to attract potential applicants, they only show the benefits and financial services of the product. From the point of view of working workers, more aspects are considered, including the work environment, vision, mission, how the company is responsible for the community, and the location of the company using a quantitative methodology using a questionnaire addressed to final year students of management study program batch 2018 Muhammadiyah Universitas of Metro.

Employer Branding, attitudes, subjective norms, and behavioural control positively and significantly affect interest in applying for jobs. Employer branding has a significant role in interest in applying for jobs. A person's attitude must be positive towards interest in applying for employment in a company, and subjective norms must have more support from people around. According to the Independent variable employer branding, behavioural control is also easier to do, which has a significant effect on interest in applying for jobs. The independent variable subjective norm does not affect the interest in applying for a job. The independent variable behavioural control positively and significantly affects an interest in applying for jobs. Employer branding independent variables, attitudes, subjective norms and behavioural control together or simultaneously have a positive and significant effect on interest in applying for jobs.

Keywords- Employer Branding, Attitudes, Subjective Norms, Behavioral Control

ABSTRAK

Perbedaan pandangan antara perusahaan dengan pencari kerja. Dari sudut pandang perusahaan untuk memikat pelamar potensial mereka hanya menunjukkan benefit dan keuangan produk jasa. Dari sudut pandang pekerja terhadap lebih banyak aspek yang dipertimbangkan, antara lain lingkungan kerja, visi, misi, bagaimana tanggung jawab perusahaan terhadap masyarakat dan lokasi dari perusahaan tersebut. Metodologi kuantitatif menggunakan kuesioner yang ditujukan kepada mahasiswa tingkat akhir prodi manajemen angkatan 2018 universitas muhammadiyah metro. Employer Branding, sikap, norma subjektif, kontrol perilaku berpengaruh positif dan signifikan secara bersama-sama terhadap minat melamar pekerjaan. Employer branding mempunyai peran yang sangat penting pada minat melamar pekerjaan, sikap seseorang yang harus positif terhadap minat melamar pekerjaan disuatu perusahaan, norma subjektif harus lebih mendapat dukungan dari orang sekitar. Kontrol perilaku juga semakin mudah melakukan sesuai variabel Independen employer branding berpengaruh dan signifikan terhadap minat melamar pekerjaan. Variabel independen norma subjektif tidak berpengaruh terhadap minat melamar pekerjaan. Variabel independen kontrol perilaku berpengaruh positif dan signifikan terhadap minat melamar pekerjaan. Variabel independen employer branding, sikap, norma subjektif dan kontrol perilaku secara bersama-sama atau simultan berpengaruh positif dan signifikan terhadap minat melamar pekerjaan.

Kata Kunci- Employer Branding, Sikap, Norma Subjektif, Kontrol Perilaku