

# The Influence of E-recruitment and Corporate Reputation on Job Application Interest (A Case Study of Gen-Z in Karawang Regency)

**Muhamad Shidiq Syabani**

Department of Management, Faculty of Economics and Business, Universitas Singaperbangsa Karawang, Indonesia  
2210631020231@student.unsika.ac.id

**Cecep Hermana**

Department of Management, Faculty of Economics and Business, Universitas Singaperbangsa Karawang, Indonesia  
chermana911@staff.unsika.ac.id

## Abstract

*The advancement of information technology has transformed recruitment practices, particularly through the adoption of e-recruitment systems that improve efficiency and accessibility. This study aims to analyze the influence of e-recruitment and corporate reputation on job application interest among Generation Z in Karawang Regency. A quantitative research design was employed, using primary data collected from 100 Generation Z respondents through a structured questionnaire. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0 to evaluate the relationships between variables. The findings reveal that e-recruitment has a positive and significant effect on job application interest, indicating that accessible and efficient digital recruitment systems can enhance applicants' willingness to apply. Furthermore, corporate reputation shows a stronger positive and significant influence, emphasizing the importance of organizational image, credibility, and perceived quality in shaping applicants' intentions. These results suggest that both technological and reputational factors play critical roles in attracting Generation Z job seekers. Therefore, organizations are encouraged to optimize their digital recruitment platforms and maintain a strong corporate reputation to improve organizational attractiveness. This study contributes to the human resource management literature by providing empirical evidence on the role of e-recruitment and corporate reputation in influencing job application interest in the digital era.*

**Keywords:** *E-recruitment, Corporate Reputation, Job Application Interest, Generation Z,*

## A. INTRODUCTION

The development of information technology has driven significant changes in various aspects of human resource management, particularly in the employee recruitment process (Alieffiansyah et al., 2024). Many organizations have now shifted to using electronic recruitment (e-recruitment) systems that utilize internet-based technology to facilitate the search and selection of candidates. This system offers several advantages, including improved time efficiency, reduced recruitment costs, and a broader reach in attracting potential applicants (Susanto & Hamzali, 2024). Furthermore, the use of digital recruitment systems aligns well with the characteristics of Generation Z, who are widely recognized as

digital natives and demonstrate a strong attachment to technology in their daily lives (Syafrizal et al., 2025).

Although Generation Z is widely recognized for its strong attachment to technology, this condition does not automatically increase their intention to apply for a job. Such intention is also influenced by other external factors, including the efficiency of the recruitment system implemented and the company's reputation. Generational classification is generally based on individuals' year of birth, referring to commonly accepted criteria that are widely recognized in society.

**Table 1 Generational Labels**

<b>Year Of Birth</b>	<b>Generational</b>
1960 - 1980	Generational X
1980 - 1995	Generational Y
1995 - 2010	Generational Z
2010 +	Generational Alpha

However, labor market conditions indicate that young people continue to face significant challenges in securing employment. According to data from Statistics Indonesia (2026). In addition, West Java Province records an open unemployment rate of 6.91%, which is higher than the national average. Karawang Regency, recognized as one of the largest industrial areas in Indonesia, hosts more than 2,000 national and multinational companies operating across various sectors, including automotive, electronics, and manufacturing. The presence of these industrial zones has positioned Karawang Regency as a key center for economic growth and employment absorption in Indonesia. Nevertheless, the open unemployment rate in Karawang Regency remains relatively high at 8.04% (2024), indicating that the availability of job opportunities has not been fully matched by a corresponding level of job application participation.

## **B. LITERATURE REVIEW**

### **E-recruitment**

E-recruitment refers to the process of recruiting employees through the use of digital technologies, such as corporate websites and online platforms, to disseminate job vacancy information and efficiently screen candidates (Wulandari et al., 2025). The implementation of this system enables organizations to reach a wider pool of applicants while also facilitating job seekers in accessing information and submitting applications online. Research indicates that e-recruitment has a positive influence on Generation Z's intention to apply for jobs, as it enhances information accessibility and strengthens the company's attractiveness in the eyes of applicants (Wibowo et al., 2025). This finding is consistent with previous studies suggesting that the use of digital recruitment platforms plays a crucial role in shaping job application intentions and assisting organizations in attracting potential candidates from Generation Z.

### **Corporate Reputation**

Corporate reputation is an intangible asset that plays a crucial role in attracting various stakeholders, including customers, employees, and investors. Companies with a strong reputation tend to possess valuable resources and are better positioned to enhance their competitive advantage (Julythiawati & Ardiana, 2023). Recent studies indicate that corporate reputation has a significant influence on Generation Z's intention to apply for jobs and can increase organizational attractiveness in the eyes of prospective applicants. Furthermore, corporate reputation has been proven to be an important factor influencing Generation Z's decisions in selecting and applying for employment within an organization (Febrina & Erlin, 2025).

### **Job Application Interest**

Job application intention refers to an individual's tendency to seek information and submit job applications to a particular organization (Romadhon & Khatimah, 2025). This intention is influenced by various factors, such as the recruitment system, corporate reputation, and perceptions of organizational attractiveness. Research indicates that Generation Z tends to exhibit higher job application intention toward companies with a strong reputation and effective digital recruitment systems. Furthermore, job

application intention is also shaped by individuals' perceptions of the organization and the extent to which the company aligns with their career expectations (Rani et al., 2022).

**C. METHODOLOGY OF RESEARCH**

The method applied in this study is a quantitative approach, as the data used are numerical and analyzed using statistical procedures (Sugiyono, 2023). This study utilized primary data collected through the distribution of questionnaires to Generation Z in Karawang Regency. A total of 100 respondents were selected as the research sample. Data analysis was conducted using the Structural Equation Modeling (SEM) approach based on Partial Least Squares (PLS) with the assistance of SmartPLS version 4.0, as illustrated in the research model presented in Figure 1.

In the analysis process, both the measurement model (outer model) and the structural model (inner model) were evaluated. The evaluation of the outer model aimed to ensure the validity and reliability of the constructs through the assessment of convergent validity (loading factor > 0.7), discriminant validity (cross loading > 0.7), and internal consistency measured by Composite Reliability and Cronbach's Alpha (Putra, 2021)

Furthermore, the evaluation of the inner model was conducted to assess the strength and direction of relationships among latent variables. The indicators used included the coefficient of determination (R<sup>2</sup>), path coefficients, t-statistics for significance testing, predictive relevance (Q<sup>2</sup>), and effect size (F-square) (Evi & Rachbini, 2023)

**D. RESULT AND DISCUSSION**

**RESULT**

The results of the validity and reliability tests indicate that the variables E-recruitment (5 items), Corporate Reputation (9 items), and Job Application Interest (7 items) meet the required criteria, as evidenced by r-calculated values exceeding r-table values and Cronbach's Alpha coefficients greater than 0.6. Therefore, the research instrument is considered appropriate and suitable for data collection from respondents who meet the predetermined characteristics.

The recapitulated questionnaire data were subsequently used to construct the main SEM-PLS model consisting of 21 measurement items. The measurement model was evaluated using the PLS-Algorithm procedure to obtain Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) values. Convergent validity was assessed by examining the outer loading values of each indicator, as presented in Table 1. Indicators with outer loading values below 0.7 were eliminated from the model. After the elimination process, all latent variables (ER, CR, and JA) demonstrated values above 0.7, thereby satisfying the criteria for convergent validity. Furthermore, discriminant validity was assessed through cross-loading analysis.

**Table 2 Outer Loading Value**

	<b>E-recruitment</b>	<b>Corporate Reputation</b>	<b>Job Application Interest</b>
ER1	0,891		
ER2	0,931		
ER3	0,917		
ER4	0,907		
ER5	0,912		
CR1		0.896	
CR2		0.881	
CR3		0,892	
CR4		0.918	
CR5		0.907	
CR6		0.910	
CR7		0.901	
CR8		0.906	
CR9		0.925	
JA1			0.904
JA2			0,896
JA3			0,892
JA4			0,903
JA5			0,921

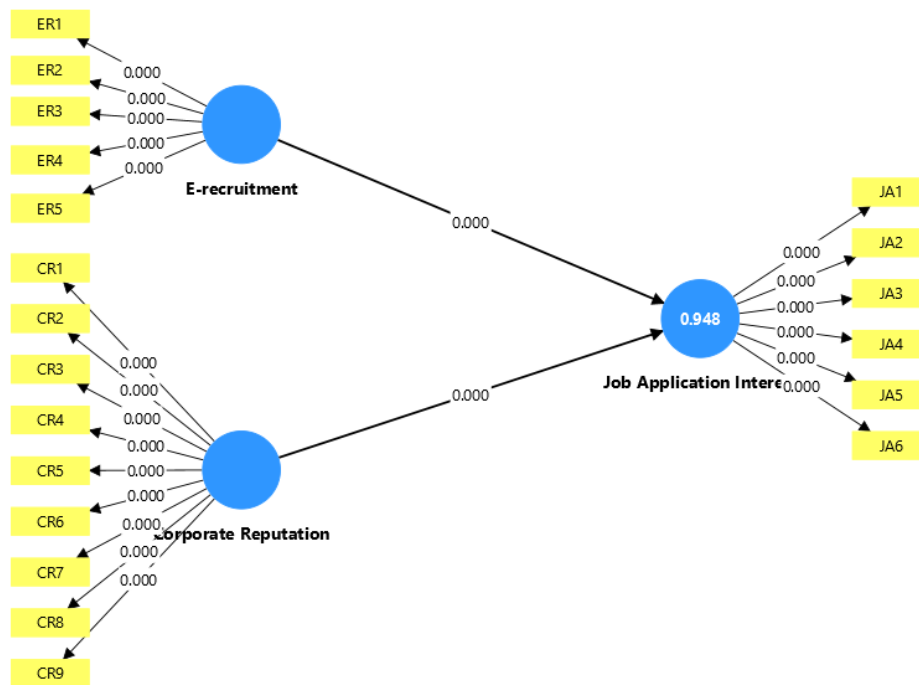
**Table 3 Construct Validity and Reliability**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>AVE</b>
<b>E-recruitment (X1)</b>	0,972	0,972	0,817
<b>Corporate Reputation (X2)</b>	0,949	0,950	0,813
<b>Job Application Interest (Y)</b>	0,956	0,957	0,820

Referring to Table 1, the main model is considered acceptable as all latent variables demonstrate Cronbach's Alpha values greater than 0.7, Composite Reliability values exceeding 0.7, and AVE values above 0.5. Therefore, the model meets the required standards for reliability and construct validity assessment.

**Table 4 Result T-statistic**

<b>Hipotesis</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standar Deviation (STDEV)</b>	<b>T-Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>E-recruitment -&gt; Job Application interest</b>	0,370	0,368	0,92	3,999	0,000
<b>Corporate Reputation -&gt; Job Application interest</b>	0,611	0,611	0,90	6,798	0,000



**Figure 1 Model Strucutral**

In this study, hypothesis testing was conducted using the bootstrapping approach within the SEM-PLS model. The assessment was based on the evaluation of the inner model, which includes the R-square value, path coefficients, and t-statistics (M. A. Putra & Yanti, 2024). The acceptance of the hypotheses was determined by analyzing the significance of the relationships among constructs, taking into account the t-statistic and p-value. All analyses were performed using SmartPLS 4, following the bootstrapping procedure as described by (Hair Jr et al., 2022). The criteria applied were a t-statistic greater than 1.96 at a 5% significance level (p-value < 0.05) and a positive beta coefficient. A summary of the hypothesis testing results is presented in Table

**Table 5 Summary of Hypothesis Testing**

<b>Hipotesis</b>	<b>Result</b>	<b>Information</b>
E-recruitment has a significant effect on job application interest.	Koef. Beta = 0,370 T-statistics = 3,999 P -Value = 0,00	Validated
Corporate Reputation has a significant effect on job application interest.	Koef. Beta = 0,611 T-statistics = 6,798 P -Value = 0,000	Validated

## **DISCUSSION**

### **1. The Effect of E-Recruitment on Job Application Interest among Generation Z in Karawang Regency.**

The exogenous construct of e-recruitment demonstrates a positive and significant effect on Job Application Interest. As shown in Table 4, the path coefficient (O) of the exogenous variable is 0.370 toward the Job Application Interest construct. The t-statistic value for this relationship is 3.999, which exceeds 1.96, with a p-value of 0.000. These results indicate that the hypothesis stating that e-recruitment has a positive and significant effect on Job Application Interest is empirically supported. Thus, the first hypothesis is accepted, confirming that the exogenous variable e-recruitment positively and significantly influences Job Application Interest.

This finding implies that the more effective and well-understood the implementation of the e-recruitment system, the higher the level of Job Application Interest among Generation Z in Karawang Regency. The results are consistent with the study conducted by (Handi & Safitri, 2023) in their article Pengaruh Reputasi Perusahaan, E-Recruitment, dan Kompensasi terhadap Minat Melamar Kerja di Kabupaten Bekasi, published in Jurnal Ilmiah Manajemen dan Bisnis Jambura. Their study also concluded that E-Recruitment has a positive and significant effect on Job Application Interest.

Theoretically, this influence arises because e-recruitment systems facilitate easier access to job vacancy information, accelerate the application submission process, and enhance the efficiency and transparency of the selection process. In the digital era, the modern workforce tends to prefer online recruitment methods as they are more practical and aligned with the characteristics of the current generation. Therefore, optimal implementation of e-recruitment can strengthen positive perceptions of the company and ultimately increase job application interest.

### **2. The Effect of Corporate Reputation on Job Application Interest among Generation Z in Karawang Regency.**

The analysis results indicate that Corporate Reputation has a positive and significant effect on Job Application Interest, with a path coefficient of 0.611, a t-statistic of 6.798 (>1.96), and a p-value of 0.000 (<0.05). Therefore, the hypothesis is accepted, and it can be concluded that the better the company's reputation, the higher the level of job application interest.

These findings are consistent with (Ananda & Santosa, 2024) research, which emphasizes that corporate reputation enhances organizational attractiveness and applicants' trust. Companies with a strong and positive image are commonly associated with professionalism, organizational stability, and clear career prospects, making them more appealing to potential employees.

Conceptually, corporate reputation functions as an indicator of organizational quality. Factors such as job security, career development opportunities, and a positive corporate image serve as primary drivers in shaping job application interest. Moreover, in this study, Corporate Reputation demonstrates a stronger influence than E-recruitment, suggesting that perceptual and image-related factors play a more decisive role than the technical convenience of the recruitment system.

## **E. CONCLUSIONS**

This study examines the influence of e-recruitment and corporate reputation on job application interest among Generation Z in Karawang Regency. The findings reveal that both e-recruitment and corporate reputation have positive and statistically significant effects on job application interest. The

implementation of e-recruitment enhances accessibility, efficiency, and convenience in the recruitment process, which aligns with the technological orientation and digital behavior of Generation Z. As a result, an effective e-recruitment system can increase applicants' interest by improving their perceptions of the recruitment process and organizational professionalism.

Moreover, corporate reputation demonstrates a stronger influence on job application interest, highlighting the critical role of organizational image, credibility, and perceived quality in shaping applicants' intentions. A positive corporate reputation increases organizational attractiveness and strengthens applicants' trust, thereby encouraging Generation Z to pursue employment opportunities within the organization.

These findings emphasize the importance of integrating technological advancement in recruitment practices with strategic reputation management. Organizations are encouraged to optimize their digital recruitment platforms while simultaneously strengthening their corporate reputation to enhance their ability to attract qualified candidates, particularly from Generation Z. This study contributes to the human resource management literature by providing empirical evidence on the combined role of technological and reputational factors in influencing job application interest in the digital era.

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