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## EFFECT OF E-RECRUITMENT ON THE EFFECTIVENESS OF EMPLOYEE RECRUITMENT

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### ABSTRACT

*This study aims to examine the effect of E-Recruitment on employee recruitment effectiveness. This research is a quantitative research, with a questionnaire as a method of data collection. Questionnaires were distributed to 300 respondents. The sampling technique uses purposive sampling, with the criteria of respondents is generation Z, born in 1995-2010. Data analysis tools use simple linear regression. The results of this study found that E-recruitment affects the effectiveness of employee recruitment. This shows that when a company uses technology, one of them is E-recruitment, then job seekers will be interested in using the facility. Thus, companies can obtain candidates with a very large number of workers and have the opportunity to get the best competent employees.*

***Keywords : E-Recruitment, Effectiveness Of Employee, Generation Z***

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### INTRODUCTION

The recruitment process is one of the important processes contained in a company. The recruitment process is a process to get prospective workers to fill the vacant positions that exist within the company. At this time, there were several challenges faced by companies in recruiting employees, namely: technological advances, scarcity of the labor market, and conventional recruitment methods (Parry & Tyson, 200; The Chartered Institute of Personnel and Development, 2007). Therefore, companies must think of ways to deal with these challenges.

Previous research has identified that E-recruitment is one of the factors suspected of being able to overcome problems or challenges in employee recruitment activities. Parry (2006) in Purnomo (2015) E-recruitment is

defined as the use of internet media to attract prospective workers from the labor market to carry out the recruitment process in the company. Social media such as Facebook, Twitter, Instagram, LinkedIn, Jobstreet, and JobDS are the results of advances in information technology that can help job seekers find out about the recruitment process.

Companies use e-recruitment for several reasons, namely: (1) cost savings, (2) ease of use for prospective candidates, (3) ease of use for organizations, (4) increasing the speed of the recruitment process, (5) success in finding candidates (Chapman and Webber, 2003). The advantages of e-recruitment for job seekers are (1) efficiency of time and funds, (2) ease of obtaining information from various job openings, and (3), selection stages, whether interviews or psychological tests can be done online. Based on the explanation above, e-recruitment can be one of the factors that can influence the interest of prospective job seekers to follow the recruitment process in a company.

Parry and Tyson (2008) studied the use and success of online recruitment methods in the UK. They conducted surveys in six years and conducted qualitative interviews with personnel managers. The survey included 25,224 respondents for six years and represented 935 organizations. Interviews were held to complete survey data with a more in-depth view of e-recruitment. Interviews were conducted with fifteen senior human resource managers responsible for recruitment, and five additional interviews were conducted with online recruitment technology providers. They found that from research, cost-effectiveness was the most important reason (75%) mentioned by the company, followed by ease of use for candidates (64%), broader employee market coverage (53%) and ease of use for corporate organizations (52 %).

However, there are very few previous studies that conducted e-recruitment research that originated from perceptive job seekers. Therefore, this study will try to conduct e-recruitment analysis from the perspective of job seekers, not from a company perspective. This is because the results of the research have shown that e-recruitment has a positive impact on the company. Therefore this study will conduct further analysis to see the impact of e-recruitment on the interest of job seekers to recruit.

## **LITERATURE REVIEW**

E-recruitment is the use of the internet to attract potential employees into the organization, including the use of the company's own site, organization, and the use of commercial job vacancy announcement boards online (Parry, 2006 through Purnomo 2013). E-recruitment is an innovation in the recruitment process. This is because e-recruitment uses information technology in carrying out the recruitment process. Cappelli (2001) describes the e-recruitment process, as follows: First, candidates need to be drawn using

organizational reputation, product image, online technology, and other methods to attract as many potential applicants as possible to the organization's website. Organizations can strengthen human resource brands and provide information about work and working conditions. The second step in this process is sorting applicants. This is related to conducting an online test, looking at the probability of suitability of applicants' competencies with the company's needs from the personal data and resumes collected. Third, incoming electronic application letters need to be managed quickly. Because of the use of the internet, organizations can respond more quickly to the desired candidate. Organizations need to work aggressively and use a management system that works automatically to contact the most desirable candidates very quickly before they are overtaken by other companies.

E-recruitment is an IT-based recruitment method, which is a recruitment process innovation that is manually based or traditionally electronic. E-recruitment provides benefits, both for companies and job seekers. For companies, the benefits obtained are time and cost efficiency in the recruitment process and can reach a wider labor market. Whereas, the advantage for job seekers is that they have easy access to finding job information, and the ease of sending application files online to the company they are interested in. In addition, prospective employees do not need to come to the company, so they can save time and money. Today, job seekers are young people who are tech-savvy. So that, with the e-recruitment process offered by the company, job seekers have a high interest in conducting the recruitment process for the company because of the ease of information and access. Purnomo (2013) found that e-recruitment succeeded in increasing the number of job applicants in large companies, namely: Microsoft, Oracle, and Bank Of Ireland. Ladkin (2016) found that e-recruitment is one of the effective methods for hiring employees in the hospital industry. The Fisher et al (2014) study found that e-recruitment is an effective method for recruiting supply chain managers. Because of the description above, the hypothesis in this study is as follows:

H<sub>1</sub> : E-recruitment influences the interest of jobseekers to attend the recruitment process in a company.

## RESEARCH METHOD

This research is quantitative research. Respondents in this study were generation Z, the generation born in 1995-2010. The questionnaire was distributed to 300 respondents. The technique of collecting data uses a questionnaire with closed questions. The sampling technique uses purposive sampling. The e-recruitment variable was measured and adapted from a questionnaire built by Brahmana and Brahmana (2013) with 14 questions. variable interest in job seekers following the recruitment process was

measured and adopted from the Rezaei et al (2013) questionnaire which consisted of 14 questions. Data analysis using multiple linear regression..

## FINDINGS AND DISCUSSION

The t-test is used to test the significance of constants with independent variables. Based on the processing of t-test data obtained the following data:

**Table 1. T-test Result**

<b>Variable</b>	<b>t<sub>hitung</sub></b>	<b>Signifikansi</b>
E-Recrutment	6,884	0,000

From table 1 it can be seen in the E-Recruitment variable (X1) that the sig value (0,000) <0.05 then H0 is rejected. This means that E-recruitment has a significant effect on job seekers' interest in conducting the recruitment process.

The results of this study are the first E-Recruitment application that influences the interest of job seekers in conducting the recruitment process. Through E-recruitment, many positive impacts are felt by companies and job seekers. For companies, the benefits obtained are time and cost efficiency in the recruitment process and can reach a wider labor market. Whereas, the advantage for job seekers is that they have easy access to finding job information, and the ease of sending application files online to the company they are interested in. In addition, prospective employees do not need to come to the company, so they can save time and money. Job seekers experience ease in finding job openings, this is evidenced by 20% of job seekers who state that E-recruitment makes it easier for them to get job information. Previous studies also supported the results of this study, namely: Anna (2014) found that E-recruitment successfully helped the company attract the attention of the labor market in the country of Denmark so that they had the ease of finding employment. David (2009) also found that E-recruitment affected the ease of companies in finding potential workers, and Natasha and Lisa (2013) found that the use of E-Recruitment made the company a greater opportunity to get employees who had better competence.

## CONCLUSION

The conclusion in this study is that E-recruitment influences the interest of job seekers in participating in the recruitment process. Therefore, companies must be able to take advantage of technological advancements to create a recruitment system. This research reinforces previous studies that have proven that E-recruitment has an impact on the effectiveness of a company's recruitment. For future research, it is expected to be able to add other variables

that can affect the effectiveness of recruitment, so as to develop the topic of this research.

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