

The Effect of E-Recruitment And E-Selection on Interest in Applying For Jobs at the Central Statistics Agency of Lamongan Regency in the 2024 Statistics Partner Program (Case study of generation Z of Lamongan regency)

Iffah Robiatul Muflika¹, Nurul Badriyah², Titin³

Master of Management Study Program, Postgraduate, Lamongan Islamic University
Email: iffahropiatulmuflika@unisla.ac.id, nurulbadriyah@unisla.ac.id, titin@unisla.ac.id

Article Info	ABSTRACT
Keywords: Promotions, Price Perception, Product Diversity, and Purchase Decisions.	This study aims to determine promotion, price perception, and product diversity, to partial, simultaneous, and most dominant purchase decisions. The research method used is causal associative with a quantitative approach. The results of the study showed that promotion did not have a significant effect. Meanwhile, price perception, and product diversity have a positive and significant effect on purchasing decisions. Promotions, price perceptions, and product diversity simultaneously have a positive and significant effect on purchasing decisions. The price perception variable has the most dominant influence.
This is an open access article under the CC BY-NC license 	Corresponding Author: Iffah Robiatul Muflika Master of Management Study Program, Postgraduate, Lamongan Islamic University iffahropiatulmuflika@unisla.ac.id

INTRODUCTION

Today, with the onset of the era of globalization, we are witnessing rapid and significant changes, not only in the international sphere, but also in developing countries that are also beginning to experience a change. (Shalahuddin et al., 2022). Entering the digital era, the wider community is beginning to face digital transformation which requires all sectors to be able to adapt to technology, including government, fisheries, health, education, agriculture, and even the defense sector. That's why in this digital native era, companies absolutely need employees who understand today's technology. Over time, society is increasingly dependent on digital technology, employee recruitment has also shifted from traditional or manual recruitment to *electronic recruitment (e-recruitment)*.

A generation is a group of individuals who were not only born in the same era, but also share similar historical experiences. The results of the study (Wijoyo et al., 2020) explain the existence of generation Z in the generation classification and are shown in the table below:

Table 1.1 Generation classification

Birth	Generation
1925 n/d 1946	<i>Gen Veteran</i>

Birth	Generation
1946 n/d 1960	<i>Gen Baby boom</i>
1960 n/d 1980	<i>Gen X</i>
1980 to 1995	<i>Gen Y</i>
1995 to 2010	<i>Gen Z</i>
2010 +	<i>Alpha Gene</i>

Each generation has unique characteristics or characteristics and different views are influenced by certain events experienced (Nareswari, 2020). Like Gen Z, they are more likely to search for information through search engines like Google or virtual assistants like SIRI. This is because Gen Z has grown up and been exposed to technology, especially the internet, from an early age.

Previous studies have found that the *e-recruitment* serves as a way for companies to attract and win the attention of Gen Z job seekers. Therefore, Based on this description, the researcher wants to study more about "The influence of *E-Recruitment* and *E-Selection* On a person's interest in applying for a job at the Central Statistics Agency of Lamongan Regency in the 2024 Statistics Partner Program (Case study of generation Z of Lamongan regency)".

LITERATURE REVIEW

E-recruitment

Recruitment is a series of steps to attract enough people, at the right time, with the right qualifications, to apply for jobs in an organization (Haryani, 2023). With the advancement of internet technology today, employee recruitment in a company has begun to transform from traditional or manual recruitment to electronic recruitment or commonly referred to as e-recruitment. E-recruitment is a step to attract potential employees. With e-recruitment, applicants no longer need to physically visit the site or search for job openings in person.

E-recruitment is data about job opportunities displayed in promotions or advertisements and can be used to register workers online with the intention of getting workers needed by a company. (Cahyo, 2023). In this study, e-recruitment indicators are used from (Gracia, 2018) which consists of four dimensions of *e-recruitment*, namely:

1. Initial recruitment strategy
2. E-recruitment goals
3. E-recruitment type
4. Recruitment outcomes.

The findings of this study are in line with the previous research study carried out by (Geofanny, 2023) entitled "Employer Branding and E-recruitment On Generation Z's Interest in Applying for Jobs" the results of the study show that there is an influence of recruitment on the interest in applying for jobs in generation Z. For this variable hypothesis, namely:

Ha1 : There is a significant influence between *e-recruitment variables* on interest in applying for jobs.

H01 : There was no significant influence between *e-recruitment variables* on interest in applying for jobs.

E-Selection

According to (Khofifah, S. N., 2022), selection is the process of selecting individuals with the right qualifications and needed to fill jobs in an organization.

According to (Khofifah, S. N., 2022) online selection or e-selection is the process of selecting a group of job applicants to fill positions in vacant companies or agencies through internet media. The online selection process is almost the same as the offline selection process. The only difference is the media used. In the offline selection of the media used is still manual or still carried out face to face. *E-selection* uses indicators from the research (Riniwati, 2016) which consist of:

1. Validity
2. Cost
3. Ease of implementation

The findings of this study are in line with the previous research study conducted by (Khofifah, S. N. 2022) entitled "Analysis of selection methods (online and offline) on employee quality". For this variable hypothesis, namely:

Ha2 : There is a significant influence between *the e-selection variable* on the variable of interest in applying for a job.

H02 : There was no significant influence between *the e-selection variables* on the variable of interest in applying for a job.

Interest in Applying for a Job

Interest in applying for a job according to (Febrianti, 2022) more specifically is the attraction in getting a job by beginning getting news about job vacancies, after which it will determine the choice of the company that suits their desires. Interest in applying for a job reflects a desire to better understand the role in the organization.

A person's interest in applying for a job is triggered by the existence of inspiration to meet all their needs. In conclusion, interest in applying for a job can be an applicant's interest in a job position in a company as evidenced by his efforts in finding a job, job data which they will then decide on the company they will apply for after that. (Febrianti, 2022).

Indicators of interest in applying for jobs from (Nareswari, 2020) are:

1. Need for Work
2. Job Information Search
3. Determination of Employment Options
4. Decision Making

For the hypotheses that can be taken from this variable, namely:

Ha3 : There is a significant influence between *e-recruitment and e-selection* variables on job application interest

H03 : There is no significant influence between *e-recruitment and e-selection* variables on job application interest

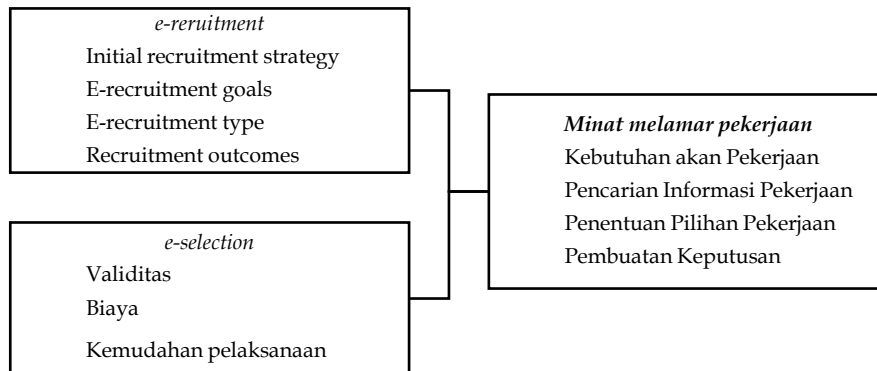


Figure 1. Frame of Mind

METHODOLOGY

The types of questions in this question are quantitative. Making precise, precise and authentic depictions can utilize research like this to match the reality and events that occur. The population is individuals born between 1995 and 2007 aged 26–17 years or the Z Era in the Lamongan Government. *Probability sampling* is the method used in this study, especially the simple *random sampling* technique in taking samples, which is a sampling procedure in which sample individuals will be selected randomly from the entire population and without taking into account the population level using *the Slovin* formula. The population used was 1564 generation Z in Lamongan Regency and a sample of 319 people who became respondents was obtained. In this study, SPSS with version 26 was used to process data.

The instrument test in this study is through validity testing and then reliability testing is carried out as stated by (Sugiyono, 2017). The first is the validity test according to which it is used to see how well a particular instrument or measuring tool can accurately measure a given construct or variable. Reliability testing explains that the instrument's reliability measurement will indicate how consistent the respondent's response to the variables measured in the measurement instrument is.

Furthermore, the regression test according to (Sugiyono, 2017) used is a classical assumption test which includes: The normality test aims to evaluate whether the distribution of research variables is normal. The Multicollinearity Test aims to assess whether there is an important relationship in the dependent variables in the regression model, then the Heteroscedasticity Test is used to evaluate the regression model showing homoscedasticity or heteroscedasticity, the Autocorrelation Test is used to evaluate whether there is a relationship between residual errors from the previous period in a regression model.

The use of multiple linear analysis tests in testing hypotheses aims to understand the impact of one or more independent variables on bound variables, Testing The Coefficient of Determination (R^2) is used to measure how much the independent variable contributes to the variation that occurs in the bound variable (R^2), the t-test (partial) is an evaluation of the individual influence of each independent variable on the corresponding dependent variable,

while the F test (simultaneous) is used to determine whether all independent factors have a uniform effect on the dependent variable.

RESEARCH RESULTS

Descriptive Analysis

General information in this study includes a statistical descriptive analysis of respondents, which includes data on sex and year of birth, as listed in the table. 4.1.

Table 4.1 Descriptive statistics of respondent characteristics

Remarks	Number of Respondents	Presentase %
Gender		
Men	121	37,93
Women	198	62,07
Year of Birth		
1997	7	2,19
1998	6	1,88
1999	9	2,82
2000	23	7,21
2001	57	17,87
2002	98	30,72
2003	70	21,94
2004	16	5,02
2005	14	4,39
2006	19	5,96

Based on table 4.1, the proportion of women is superior with the number of respondents 198 or 62.07%.

Validity Test

In this study, validity was tested by applying a method where the variable is considered valid when the value of the calculated correlation coefficient exceeds 0.109, while the variable is said to be invalid if the value of the calculated correlation coefficient is less than 0.109. The results of the validity test in this study can be found in Table 4.2.

Table 4.2 Validity Test Results

	Variabel	Calculation	rtabel	Ket
<i>e-recruitment</i>	X1_p1.	0,809	0,109	VALID
	X1_p2.	0,728	0,109	
	X1_p3.	0,695	0,109	
	X1_p4.	0,731	0,109	
	X1_p5.	0,769	0,109	
	X1_p6.	0,726	0,109	
	X1_p7.	0,776	0,109	
	X1_p8.	0,706	0,109	
	X1_p9.	0,772	0,109	

	Variabel	Calculation	r _{tabel}	Ket
	X1_p10.	0,702	0,109	
	X1_p11.	0,765	0,109	
	X1_p12.	0,732	0,109	
	X1_p13.	0,780	0,109	
	Variabel	Calculation	r _{tabel}	Ket
	X1_p1.	0,821	0,109	
	X1_p2.	0,728	0,109	
<i>e-selection</i>	X1_p3.	0,748	0,109	VALID
	X1_p4.	0,729	0,109	
	X1_p5.	0,800	0,109	
	X1_p6.	0,764	0,109	
	Variabel	Calculation	r _{tabel}	Ket
	X1_p1.	0,770	0,109	
	X1_p2.	0,783	0,109	
	X1_p3.	0,733	0,109	
Interest in applying for a job	X1_p4.	0,729	0,109	VALID
	X1_p5.	0,756	0,109	
	X1_p6.	0,751	0,109	
	X1_p7.	7,750	0,109	
	X1_p8.	0,770	0,109	

Reliability test

The reliability test indicates the extent of the stability of the response by the respondent to several variables, which is reflected in the reliability of the measuring instrument. When the value *Cronbach alpha* 0.60, then indicates that the instrument is reliable, while if the value of *Cronbach alpha* does not exceed 0.60, then the instrument is considered unreliable. Table 4.3 shows the results of reliability tests.

Table 4.3 Reliability Test Results

Reliability Statistics		
Model	Cronbach's	Remarks
e-recruitment	0,934	Reliabel
e-selection	0,859	Reliabel
Interest in applying for a job	0,892	Reliabel

Influence Test

Multiple Linear Regression Analysis

Multiple linear regression testing is useful for identifying the influence of two or more independent variables on a bound variable.

Table 4.4 Multiple Linear Regression Test Results

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,866	,552		1,571	,117
e recruitment	,511	,024	,820	21,104	,000
e selection	,194	,050	,151	3,897	,000

a. Dependent Variable: interest in applying for a job

After observing the analysis listed in Table 4.4, the multiple linear regression equation can be expressed in the following way:

$$Y = 0,866 + 0,511X_1 + 0,194X_2$$

Coefficient Determination Analysis

The determination coefficient is basically used to measure the ability of how much the contribution of an independent variable to a bound variable (R^2).

Table 4.5 Determination Coefficient Analysis Results

Model Summaryb				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,960a	,922	,921	1,146

The result of the determination coefficient obtained R Square 0.922 or 92.2% shows how much variation the bound variable is. This means that 92.2% of the variables of interest in applying for a job can be explained by two independent variables, namely e-recruitment (X_1), e-selection (X_2). For the remaining 7.8%, it is explained by other variables outside of that variable

Uji Hypothesis

T-test (partial)

The t-test is usually used to assess the impact of a partially effect-free variable on the bound variable. The way to test it is to decipher the value of the Ttable. If the tcount has a value higher than the value of the table at a significance level of less than 5%, it indicates the influence of part of the free variable on a bound variable. And vice versa.

Table 4.6 Results of the t test

Coefficientsa					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,866	,552		1,571	,117
e recruitment	,511	,024	,820	21,104	,000
e selection	,194	,050	,151	3,897	,000

The findings from the above test explained that the sig value of 0.000 was smaller than 0.05 and the t-value was calculated at 21.104 > ttable 1.967. Therefore, the conclusion is that

H_0 is rejected and H_a is accepted because the probability value is less than the significance level of 0.05 which means that e-recruitment(X_1) has a significant positive effect on the interest in applying for a job (Y).

The findings of the above test explained that the sig value of 0.000 was smaller than 0.05 and the tcal value was $3.897 > t_{table} 1.967$. Therefore, the conclusion is that H_0 is rejected and H_a is accepted because the probability value is less than the significance level of 0.05 which means that e-selection (X_2) has a significant positive effect on the interest in applying for a job (Y). The findings of the t test, it was concluded that the e-recruitment variable with a t-value of 21.104 was partially more dominant in influencing the interest of the opponent to apply for a job.

Test F

Use of Simultaneous Tests basically Uses to determine whether all independent variables have a simultaneous/joint influence on dependent variables. This is done by applying the F distribution in the testing process.

Table 4.7 F test results

ANOVA					
Model		Sum of Squares	df	Mean Square	F
1	Regression	4905,427	2	2452,713	1866,033
	Residual	415,350	316	1,314	
	Total	5320,777	318		

Based on table 4.7 above, the result of F_{cal} is 1866,033 while F_{table} is obtained 2.63 so that $F_{cal} > F_{table}$ then H_0 is rejected and the conclusion is that there is an important relationship between *e-recruitment* and *e-selection*.

Discussion

In table 4.7, the results of the T test conducted have shown that the results of the Tcal value are superior to the Ttable value. Where the *variables of e-recruitment and e-selection* have a significant positive value < 0.05 which explains that the variables between *e-recruitment and e-selection* have a partial effect on interest in applying for jobs. It can be shown that H_{01} , H_{02} , H_{03} are rejected and H_{a1} , H_{a2} , H_{a3} are acceptable, namely there is an influence of *e-recruitment and e-selection* on the interest in applying for jobs for generation Z of Lamongan Regency at the Lamongan Regency Central Statistics Agency office.

Based on the elaboration of table 4.6 of the results of the F test, it can be concluded that *Keseh e-recruitment and e-selection* can increase interest in applying for jobs for generation Z of Lamongan Regency at the office of the Central Statistics Agency of Lamongan Regency

CONCLUSIONS

The findings of this t-test (partial test) resulted in e-recruitment having a significant influence on the interest in applying for a job. The results showed that *e-recruitment* = tcal value $3,897 > t_{table} 1,967$. The results of this study found that *e-recruitment* has a significant effect

on a person's interest in applying for a job. The findings of this t-test (partial test) resulted in e-selection having a significant influence on the interest in applying for a job. The results obtained showed a tcal value of $3.897 > t_{table}$ of 1.967. The results of this study found that *e-recruitment* has a significant effect on a person's interest in applying for a job. Based on the results of the F test that has been carried out, the results show that the results of Fcal are 1866,033 while Ftable is obtained 2.63 so that $F_{cal} > F_{table}$. With a rejection of H_0 , it is concluded that simultaneously/together there is an important relationship between *e-recruitment* and *e-selection*. Based on the findings of the test described above, it can be concluded that *the e-recruitment* variable with a tcal value of 21.104. Therefore, it is partially more dominant or dominant in influencing the desire to apply for a job.

Each study has research limitations on the influence of e-recruitment and e-selection on the interest of Generation Z to apply for jobs at the Lamongan Regency Central Statistics Agency office can include limitations in the sample that may not be representative of the population as a whole, as well as limitations in time and resources to conduct more in-depth research. In addition, other aspects such as external factors that can affect interest in applying for a job, but are not addressed in this study, are also one of the limitations that need to be recognized, so Researchers are further advised to increase accuracy, both in terms of data completeness and information search processes. As well as time and mental readiness when conducting research.

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