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The Impact of Compensation, The Company's Reputation and E-Recruitment of Job Application Interest

Compensation,
Company's Reputation
and E-Recruitment

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ABSTRACT

Humans are social and individual beings thus they will always have desires, one of which is to have their needs met in a variety of ways. The purpose of this study is to examine how e-recruitment, pay, and firm reputation affect Generation Z's desire to apply for jobs in North Toraja. The goal is to determine how much each of these three aspects affects a candidate's decision to apply for a job and to offer suggestions for successful hiring practices that will help businesses draw in this digital generation. Because it has satisfied scientific criteria in a concrete or empirical, objective, quantifiable, rational, and methodical way, this study employs a quantitative method, a research approach founded on the positive philosophy (concrete facts). With a significant value of 0.738, the study's findings demonstrated that pay had no discernible impact on Generation Z's desire to apply for jobs in North Toraja. However, with significant values of 0.018 and 0.002, respectively, e-recruitment and firm reputation had a favourable and significant influence. Career advancement, location, and work experience are more important to Generation Z than pay. In conclusion, two important elements that influence interest in applying for employment are e-recruitment and corporate reputation.

Keywords: Company Reputation, E-Recruitment, Generation Z, Recruitment Strategy.

ABSTRACT

Manusia merupakan makhluk sosial dan individu sehingga akan selalu memiliki keinginan, salah satunya adalah kebutuhannya terpenuhi dengan berbagai cara. Tujuan dari penelitian ini adalah untuk mengkaji bagaimana e-rekrutmen, gaji, dan reputasi perusahaan mempengaruhi keinginan Generasi Z untuk melamar pekerjaan di Toraja Utara. Tujuannya adalah untuk mengetahui seberapa besar masing-masing dari ketiga aspek tersebut mempengaruhi keputusan kandidat untuk melamar pekerjaan dan untuk menawarkan saran praktik perekrutan yang berhasil yang akan membantu bisnis menarik generasi digital ini. Karena telah memenuhi kriteria ilmiah secara konkret atau empiris, objektif, terukur, rasional, dan metodis, penelitian ini menggunakan metode kuantitatif, yaitu pendekatan penelitian yang didasarkan pada filosofi positif (fakta konkret). Dengan nilai signifikansi sebesar 0,738, temuan penelitian menunjukkan bahwa gaji tidak memiliki dampak yang nyata terhadap keinginan Generasi Z untuk melamar pekerjaan di Toraja Utara. Namun, dengan nilai signifikansi masing-masing sebesar 0,018 dan 0,002, e-rekrutmen dan reputasi perusahaan memiliki pengaruh yang baik dan signifikan. Kemajuan karier, lokasi, dan

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Compensation,
Company's Reputation
and E-Recruitment

pengalaman kerja lebih penting bagi Generasi Z daripada gaji. Sebagai kesimpulan, dua elemen penting yang memengaruhi minat melamar pekerjaan adalah rekrutmen elektronik dan reputasi perusahaan.

Keywords: E-Rekrutment, Generasi Z, Reputasi Perusahaan, Strategi Rekrutmen.

3530

INTRODUCTION

As individual beings and social beings, human beings are never separated from a desire, one of which is wanting their life needs to always be fulfilled in various ways. Working is one way to meet the needs of life that will encourage a person to work, because employees are less inclined to apply for jobs when the cost-of-living needs keep rising, yet the pay they receive falls short of their expectations. Employee compensation is a gift given to them in recognition of their contributions to the business (Sinambela 2018). Companies that provide decent compensation can improve the hiring process.

In addition to competing to meet customer needs, companies are also competing to get competent employees and meet the company's needs. This is because workers are a valuable resource that act as the company's capital and compass, and they are expected to be able to accomplish the company's objectives and turn a profit (Mishra & Aithal, 2023). Businesses must make the most of their attraction if they want top-notch, skilled human resources. If a business is seen as appealing, prospective employees will want to apply for a position. One of the factors influencing a candidate's decision to apply for a position at a company is its reputation. A company's reputation is based on how stakeholders see its performance, level of trust, and communication style, and the emotional sense they have from year to year (Cannaby, 2018; Mujanah, 2019; Nurfadhilah, 2022).

The way recruitment is delivered can also affect the understanding of job applicants. In today's digital era, job announcements can be accessed online (Nikolaou, 2021; Demir & Günaydın, 2023; Handi & Safitri, 2023). Examples can be found on the company's official website, the website of job providers, and social media platforms. The use of online recruitment can provide benefits such as a faster recruitment process, more efficient in terms of time and cost, and easier for companies to select candidates who meet the requirements for interviews through incoming electronic cover letters (Arman, 2023; Zhang & Chen, 2024). This type of recruitment is called e-recruitment, and it occurs when the recruitment process uses the internet.

The world of work is currently being nominated by the productive generation, such as Generation Y and a number of members of Generation Z, who are starting to enter the world of work. Generation Z, also known as Gen Z or iGen, is a generation born between 1995 and 2010 (ages 14-29), after Generation Y (Durrani & Saleem, 2022). One of the factors that differentiates the characteristics of Generation Z from other generations is in terms of mastery of technology and information (Wadji et al., 2024). Generation Z grew up with technology, the internet, and social media. Some Generation Z are or have been pursuing higher education in college, and most have started working.

While previous studies have explored the influence of compensation, company reputation, and e-recruitment on job application interest, there is a notable gap in understanding how these factors specifically affect Generation Z in regions with unique socio-economic and cultural contexts, such as North Toraja. For instance, Cannaby (2018) and Fatimah et al. (2021) focused on the general impact of company reputation and compensation on job application interest but did not account for regional cultural factors, such as the high costs associated with traditional events in North Toraja, which may influence job-seeking priorities. Similarly, Nikolaou (2021) and Arman (2023) examined e-recruitment's efficiency but overlooked how limited local job markets and the sandwich generation phenomenon might shape Generation Z's preferences. This study addresses this gap by investigating how compensation, company reputation, and e-

20

recruitment influence Generation Z's job application interest in North Toraja, considering its distinct socio-cultural and economic environment.

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Generation Z in North Toraja is mostly part of the sandwich generation so Generation Z who have worked or are looking for a job consider the compensation they will receive. In addition to living expenses, traditional events in North Toraja also require a lot of money, and the lack of jobs in Toraja makes Generation Z prefer to look for jobs outside Toraja, and most Toraja people consider someone to be successful if they work in a well-known company outside Toraja. The purpose of this study is to examine how e-recruitment, pay, and firm reputation affect Generation Z's interest in applying for jobs in North Toraja. In addition to helping lower the region's unemployment rates among Generation Z, it is hoped that the study's findings will assist businesses in creating more successful hiring practices.

*Compensation,
Company's Reputation
and E-Recruitment*

3531

11

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4

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Compensation on Generation Z Interest in Applying for Jobs

34

Compensation plays a significant role in influencing Generation Z's interest in applying for jobs. According to Wibowo (2016), compensation includes various packages offered by organizations to employees in return for their hard work. Sinambela (2018) emphasized that an effective compensation strategy is essential to attract, retain, and motivate employees, especially among the younger generation who prioritize job satisfaction and work-life balance. Recent studies have shown that Generation Z values both financial and non-financial compensation. Priansa (2018) and Hertzberg et al. (2021) categorize compensation into direct compensation (e.g., salary, bonus) and indirect compensation (e.g., benefits, work environment), highlighting those non-financial aspects, such as positive workplace culture and opportunities for career development, have a significant impact on job application intentions. Cannaby (2018) and Rasool (2021) further noted that elements such as work engagement and a supportive work environment are critical to this demographic group. Research by Fatimah et al. (2021) supports these findings, revealing that competitive compensation packages positively influence Generation Z's job application intentions. In addition, Alifuddin (2023) found that companies with a good reputation and attractive compensation packages are more attractive to this generation, which reinforces the importance of a comprehensive compensation strategy in recruitment efforts. In conclusion, understanding Generation Z's preferences regarding compensation can help organizations tailor their offerings to increase job application interest.

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H1: Compensation does have a significant effect on generation Z's interest in applying for jobs.

1

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Company Reputation on Generation Z Interest in Applying for Jobs

Corporate reputation greatly influences Generation Z's interest in applying for jobs. According to Cannaby (2018), corporate reputation includes stakeholder perceptions of the company's performance, trustworthiness, and effectiveness of communication. Ardianto (2016) highlights that corporate identity, including logos, annual reports, and employee interactions, plays an important role in shaping this reputation. Non-physical aspects, such as corporate values and work culture, are equally important in building a positive image. Research shows that Generation Z is particularly attracted to organizations with a good reputation. Ardianto (2016) and Vatankhah et al. (2025) assert that the views of key stakeholders, including employees and customers, are an important component of corporate reputation. A positive reputation not only increases the attractiveness of a company but also serves as a signal of quality and reliability to potential employees.

Recent studies have shown that Generation Z prioritizes workplace culture and corporate values when considering job opportunities. According to Fatimah et al. (2021), a strong corporate reputation is positively correlated with job application interest among

Compensation, Company's Reputation and E-Recruitment

this demographic. In addition, Alifuddin (2023) found that companies with a good reputation tend to attract skilled candidates, which emphasizes the importance of reputation management in recruitment strategies. In conclusion, a strong corporate reputation is essential to attracting Generation Z talent, as it reflects the organization's values and commitment to quality.

H2: Company reputation has a significant effect on generation Z's interest in applying for jobs.

E-Recruitment on Generation Z Interest in Applying for Jobs

E-recruitment has become a critical factor in attracting Generation Z job applicants, who are digital natives accustomed to technology-driven processes. Recent studies highlight how online recruitment platforms significantly influence job job-seeking behavior. According to Hardiansyah et al. (2023) and Ariani (2024), e-recruitment enhances accessibility and efficiency, enabling Generation Z to explore job opportunities seamlessly through digital platforms like LinkedIn, company websites, and job portals. Their research confirms that perceived usefulness and ease of use of e-recruitment tools positively affect application intentions, aligning with the Technology Acceptance Model (TAM).

Further, Woods et al. (2020) and Indroputri and Sanjaya (2024) emphasize that Generation Z prefers employers with robust digital recruitment strategies, as these platforms provide transparency, real-time updates, and interactive engagement. Their study found that companies leveraging social media and AI-driven recruitment tools (e.g., chatbots, automated screening) are more likely to attract young talent. Similarly, Alshawi (2021) and Rahman (2025) argue that e-recruitment reduces geographical barriers, allowing Generation Z to access global opportunities, which is particularly relevant in regions with limited local job markets. However, challenges persist. A study by Koleva (2023) and Magdalenic and Lujic (2025) notes that while e-recruitment is efficient, poor user experience (e.g., complex application processes) can deter applicants. They recommend optimizing mobile-friendly interfaces and personalized communication to enhance engagement.

H3: E-recruitment has a significant effect on generation Z's interest in applying for jobs.

Compensation, Company Reputation, E-Recruitment on Gen Z Interest in Apply Jobs

The interplay of compensation, company reputation, and e-recruitment significantly influences Generation Z's interest in job applications. Recent studies indicate that competitive compensation packages are crucial for attracting this demographic, as they prioritize financial stability and career growth. According to research by Alshawi (2021), higher compensation levels positively correlate with increased job application intentions among Generation Z, highlighting the importance of attractive salary offerings in recruitment strategies. Moreover, company reputation plays a pivotal role in shaping Generation Z's perceptions of potential employers. A study by Rahayu et al. (2024) found that a strong corporate brand enhances job application interest, as Generation Z tends to favor organizations with positive reputations for workplace culture and social responsibility. This aligns with findings from Rahmawati and Ramli (2024), which emphasize that e-recruitment platforms should effectively communicate a company's values and reputation to engage potential applicants. E-recruitment itself is a critical factor, as it provides a streamlined and accessible way for Generation Z to explore job opportunities. Research by Adawiah and Putra (2024) indicates that effective e-recruitment strategies, including user-friendly interfaces and engaging content, significantly enhance application intentions.

H4: Compensation, company reputation, and e-recruitment together have a significant effect on generation Z's interest in applying for jobs.

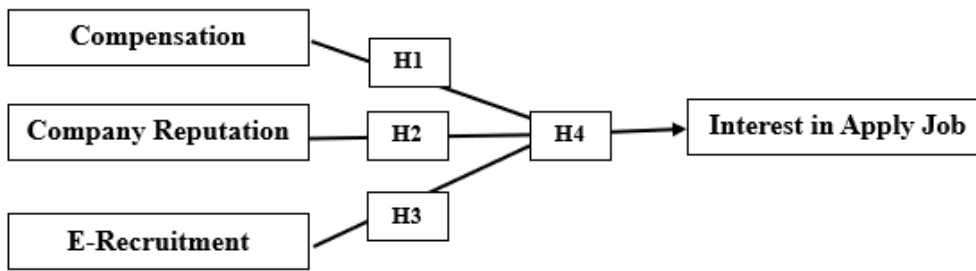


Figure 1. Research Framework

Figure 1 is a conceptual framework model that illustrates the relationship between independent variables, namely compensation, company reputation, and e-recruitment, to the dependent variable, namely job application interest. In this model, compensation is assumed to have an influence on individual interest in applying for a job, which is formulated in the first hypothesis (H1). Furthermore, company reputation is also thought to contribute to increasing job seekers' interest, as stated in the second hypothesis (H2). In addition, the e-recruitment system implemented by the company is thought to affect the ease of access to information and the job application process, so it is included in the third hypothesis (H3). These three independent variables are then jointly hypothesized to have a simultaneous influence on job application interest, which is summarized in the fourth hypothesis (H4). This model is the basis for empirical testing to determine the extent to which these factors influence individual decisions, especially Generation Z, in applying for jobs in certain areas.

RESEARCH METHOD

This study uses a quantitative approach that meets scientific criteria in terms of objective, measurable, rational, and methodical, based on the philosophy of positivism, with real data. The design of this study aims to determine the factors that influence the interest in applying for jobs among Generation Z in the North Toraja region. The population in this study was 75,233 members of Generation Z, namely individuals aged 14 to 29 years who live in the area. To determine the sample size, this study used a non-probability sampling technique, namely purposive sampling, which does not provide an equal opportunity for each member of the population to be selected as a sample. The sample size is calculated using the Slovin formula, which is designed to determine the number of respondents who represent a large population. The formula used is:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = sample size

N = total population, in this case 75,233 people

e = desired critical value (limit of accuracy)

So, the sample size can be calculated as follows

$$n = \frac{75.233}{1 + 75.233(0.1)^2}$$

$$n = \frac{75.233}{753.33}$$

n = 99.86 rounded up to 100 samples

With value substitution, the calculation results show that the required sample size is 100 respondents. After the sample size was determined, the researcher distributed questionnaires to Generation Z who were looking for work, who were already working, or who were aged 18-29 years. This questionnaire was distributed across 21 sub-districts

in North Toraja to ensure that the data obtained covered a variety of backgrounds and conditions.

The instrument used in this study was a questionnaire designed to measure variables relevant to job application interests, such as compensation, company reputation, and e-recruitment. This questionnaire contains questions designed to obtain accurate and relevant information from respondents. The data collected will be analyzed using appropriate statistical methods, with the help of data analysis software, to obtain valid and reliable results. Specifically, the data were analyzed using the Statistical Package for the Social Sciences (SPSS) software to perform validity, reliability, normality, multicollinearity, heteroskedasticity, multiple linear regression, and correlation analyses, ensuring robust and accurate findings.

RESULTS

This study involved 100 respondents from Generation Z in North Toraja Regency who were grouped by age, gender, and area of residence. In terms of gender, 59% of respondents were female and 41% were male. In terms of age, 21 respondents (21%) were aged 18-20 years, 69 respondents (69%) were aged 21-24 years, and 10 respondents (10%) were aged 25-29 years. Regarding the last education, no respondents had an elementary school education, 2% had junior high school education, 62% had high school education, 2% had diploma education, and 34% had a bachelor's degree (S1). Respondents came from various sub-districts, including Awan Rante Karua (4%), Balusu (7%), Bangkelekila (7%), Baruppu (4%), Buntao (4%), Buntu Pepasan (5%), Dende Piongan Napo (6%), Kapala Pitu (3%), Kesu (4%), Nanggala (4%), Rantebua (4%), Rantepao (9%), Rindingallo (7%), Sa'dan (4%), Sanggalangi (3%), Sesean (6%), Sesean Suloara (3%), Sopai (3%), Tallunglipu (4%), Tikala (4%), and Tondon (5%).

Table 1 shows the results of the validity test, where all items in each research variable are declared valid because they have a total item correlation value higher than the minimum reference value of 0.195. For the Compensation variable, all items from X1.1 to X1.8 show correlation values between 0.353 and 0.747, which means that all items can measure the variables consistently and validly. The same applies to the Corporate Reputation variable, where items X2.1 to X2.8 have correlation values between 0.586 and 0.756, indicating that each statement in this variable meets the validity requirements. For the E-Recruitment variable, all eight items from X3.1 to X3.8 are also valid with correlation values between 0.574 and 0.716. Finally, the Job Application Interest variable, all items from Y.1 to Y.8 are valid with correlation values between 0.567 and 0.788. Thus, all items in this study can be used for further analysis.

Table 1. Validity Test Results

Variable	Item	Corrected Item total correlation	r-table	Information
Compensation	X1.1	0.353	0.195	Valid
	X1.2	0.473	0.195	Valid
	X1.3	0.555	0.195	Valid
	X1.4	0.625	0.195	Valid
	X1.5	0.752	0.195	Valid
	X1.6	0.630	0.195	Valid
	X1.7	0.596	0.195	Valid
	X1.8	0.747	0.195	Valid
Company Reputation	X2.1	0.739	0.195	Valid
	X2.2	0.586	0.195	Valid
	X2.3	0.693	0.195	Valid
	X2.4	0.756	0.195	Valid
	X2.5	0.697	0.195	Valid
	X2.6	0.622	0.195	Valid
	X2.7	0.682	0.195	Valid
	X2.8	0.601	0.195	Valid
E-Recruitment	X3.1	0.690	0.195	Valid
	X3.2	0.716	0.195	Valid

Compensation,
Company's Reputation
and E-Recruitment

3535

Variable	Item	Corrected Item total correlation	r-table	Information
Interest in Applying for a Job	X3.3	0.656	0.195	Valid
	X3.4	0.576	0.195	Valid
	X3.5	0.597	0.195	Valid
	X3.6	0.574	0.195	Valid
	X3.7	0.607	0.195	Valid
	X3.8	0.654	0.195	Valid
	Y.1	0.588	0.195	Valid
	Y.2	0.719	0.195	Valid
	Y.3	0.730	0.195	Valid
	Y.4	0.608	0.195	Valid
	Y.5	0.567	0.195	Valid
	Y.6	0.594	0.195	Valid
	Y.7	0.598	0.195	Valid
	Y.8	0.788	0.195	Valid

Table 2. Reliability Test

Variable	Cronbach's Alpha	N of Items
Compensation	0.740	8
Company Reputation	0.813	8
E-Recruitment	0.776	8
Interest in Applying for a Job	0.807	8

The reliability test results for each study variable are displayed in Table 2 using Cronbach's Alpha value. The internal consistency of the elements in a single variable is gauged by this value. A Cronbach's Alpha score greater than 0.6 often denotes a variable with high dependability. In the Compensation variable, a value of 0.740 was obtained with 8 items, which means that the items have good consistency in measuring the variable. The Company Reputation variable has the highest Cronbach's Alpha value, which is 0.813 with the same number of items, indicating very good reliability. Additionally, the E-Recruitment variable, which has a value of 0.776, and the Interest in Applying for a Job variable, which has a value of 0.807, both demonstrate a high degree of reliability, indicating that all of the variables are trustworthy. As a result, every variable in this study has been deemed reliable and is suitable for additional examination.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	0.0000000
	Hours of deviation	2.57534188
Most Extreme Differences	Absolute	0.070
	Positive	0.069
	Negative	-0.070
Test Statistic		0.070
Asymp. Sig. (2-tailed)		0.200 ^{c, d}

The One-Sample Kolmogorov-Smirnov test findings on unstandardized residual data are displayed in Table 3, where a significant value of 0.200 was obtained. Given that this number is above the significance level of 0.05, it may be said that the study's residual data is regularly distributed. With a standard deviation of 2.57534188 and a residual average of 0.0000000, 100 samples were used. The absolute value of the extreme difference between the data distribution and the normal distribution is 0.070. The regression model in this study is regarded as meeting the fundamental requirements of regression analysis, particularly with regard to the normal distribution of errors, since the assumption of residual normality is satisfied.

Compensation,
Company's Reputation
and E-Recruitment

3536

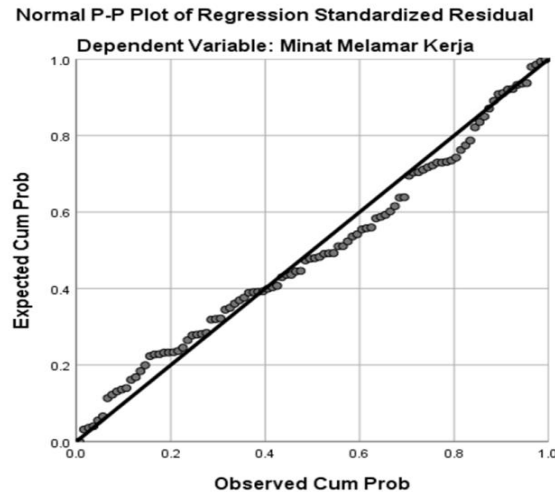


Figure 2. Normality Test Results

Figure 2 shows a P-P Plot graph showing points spread along the diagonal line, indicating that the residual data is normally distributed and meets the regression assumptions.

Table 4. Multicollinearity and Heteroskedasticity Test Results

Multicollinearity	Model	tolerance	LIVE
	(constant)	-	-
	X1	0.736	1.683
	X2	0.018	2.539
	X3	0.002	1.621
Heteroskedasticity	Model	Sig	
	(constant)	0.047	
	X1	0.399	
	X2	0.521	
	X3	0.585	

According to Table 4, multicollinearity test results, none of the study's independent variables exhibit multicollinearity symptoms. The company's reputation has a tolerance of 0.394 and a VIF of 2.539, whereas the compensation variable has a tolerance value of 0.373 and a VIF of 2.683. The VIF of 1.621 and tolerance of 0.617 for the e-recruitment variable are both within the permissible range. According to the findings of the heteroscedasticity test, there are no signs of heteroscedasticity because the compensation variable has a significant value of 0.399, the firm reputation has a value of 0.521, and the interest in looking for a job has a value of 0.585. All of these values are more than alpha 0.05.

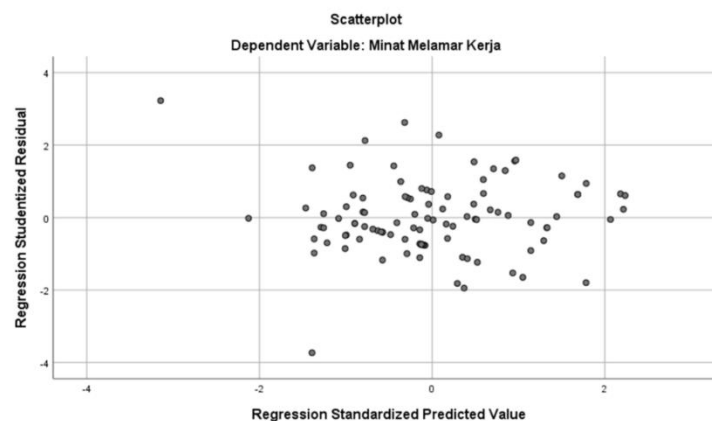


Figure 3. Heteroskedasticity Test Results

Figure 3 shows that the dots are dispersed above and below the Y axis, and the number 0 with no discernible line pattern. Thus, it can be said that hetero skepticism does not exist.

Compensation,
Company's Reputation
and E-Recruitment

3537

Table 5. Multiple Linear Regression Test Results

Model	Unst. Coeff. B	Std. Error	Stan. Coef. Beta	T	Sig.
(Constant)	14.109	2.814		5.013	0.000
Compensation	0.039	0.114	0.045	0.339	0.736
Company Reputation	0.254	0.105	0.313	2.406	0.018
E-recruitment	0.327	0.105	0.324	3.118	0.002

Based on the results of the regression equation in Table 4.21 above, it shows that:

$$Y = a + b_1X_1 + b_2X_2 + b_nX_n + e$$

$$Y = 14,109 + 0.039X_1 + 0.254X_2 + 0.327X_3 + e$$

Table 5 shows the results of the regression analysis, indicating that the constant value of 14.109 reflects the baseline value of the Job Application Interest variable when the independent variables Compensation (X1), Company Reputation (X2), and E-Recruitment (X3) are absent. A 1-unit increase in the Compensation variable will increase job application interest by 0.039 units, while a 1-unit decrease will decrease it by the same amount. Company Reputation (X2) and E-Recruitment (X3) each increase job application interest by 0.254 and 0.327 units for every 1-unit increase. The results of the hypothesis test show that Compensation (X1) has no significant effect (significance value 0.736), so H1 is rejected. On the other hand, Company Reputation (X2) and E-Recruitment (X3) have a significant effect (significance values 0.018 and 0.002), so H2 and H3 are accepted.

Table 6. Test Results f

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	368.144	3	122.715	17.942	0.000b
Residual	656.606	96	6.840		
Total	1024.750	99			

It is known that the computed F value of 17.942 is higher than the F table value of 2.70 based on the simultaneous significance test findings displayed in Table 6. Degrees of freedom are used to get this F table value, where $df_1 = k - 1 = 4 - 1 = 3$ and $df_2 = n - k = 100 - 4 = 96$. Furthermore, the test's significance value is 0.000, which is less than 0.05. According to these findings, H4 is accepted, indicating that the dependent variable, Job Application Interest (Y), is significantly impacted by the independent variables Compensation (X1), Company Reputation (X2), and E-Recruitment (X3), all at the same time.

Table 7. Determination Coefficient Test Results and Correlation Coefficient Test

Statistic	Value
R	0.599a
R Square	0.359
Adjusted R Square	0.339
Std. Error of the Estimate	2.615

The R Square value of 0.359 from the test results in Table 7 shows that the independent variables, namely Compensation (X1), Company Reputation (X2), and E-recruitment (X3), together account for a 35.9% effect on the Dependent variable, Interest in Applying for a Job (Y), while the remaining 64.1% is affected by other factors not addressed in this research. Based on the test results in Table 7, the correlation coefficient is 0.599, suggesting a moderate relationship between job application interest and salary as well as company reputation.

3538

DISCUSSION

According to the study's findings, compensation is the independent variable that has no bearing on Generation Z's desire to apply for jobs; a significant value of $0.738 > 0.05$ suggests that adjustments have no effect on this interest. The indicator with the lowest average value is "facilities" (3.99), which shows that Generation Z in North Toraja does not pay attention to the facilities offered by the company. Most respondents are high school/vocational school graduates who prefer work experience over compensation. In addition, the lack of jobs in North Toraja also contributes to this phenomenon. Generation Z tends to prioritize experience, location, career development, work-life balance, and work environment over compensation. This finding contradicts previous research by Jones et al. (2022) and Pratiwi and Widyarsih (2024), which claimed that interest in applying for jobs is positively and significantly impacted by speed.

According to the research findings, with a significant level of $0.018 < 0.05$, firm reputation is the most important factor influencing Generation Z's interest in applying for jobs. The indicator with the highest average score is "increasing pride," which reflects the factors of attractiveness, excellence, and corporate image that create pride for job seekers. Companies with strong branding, active social media presence, and positive reviews are more attractive to Generation Z, especially those that are innovative and technology-based. Information about the company is usually accessed through platforms such as Instagram, Twitter, YouTube, and LinkedIn. A good reputation, both internally and externally, can attract quality talent and increase competitiveness (Alifuddin, 2023). This finding is in line with the research of Fatimah et al. (2021) and Salsabila and Achmad (2024) which found that company reputation has a positive and significant effect on job application interest, especially in the case of Gojek Indonesia, Tasikmalaya branch. A strong reputation helps companies attract skilled and talented candidates (Permadi et al., 2015).

With a significant value of $0.002 < 0.05$, the research findings confirm H3, which states that e-recruitment (X3) significantly influences Generation Z's desire to apply for jobs in North Toraja Regency. The indicator that obtained the highest value was "perceived usefulness" with an average value of 4.10, indicating that the e-recruitment platform is effective, fast, and helps Generation Z in finding jobs, especially outside their limited local job market. As digital natives, Generation Z prefers to use gadgets and online platforms to find jobs. The evolution from print to digital job advertisements has shifted job search behavior, where social media and job sites now play a key role (Kajanová et al., 2017). The ongoing digital transformation in various sectors such as agriculture, education, health, and government reinforces this trend. This result is consistent with the study conducted by Hasibuan (2016) and Panjaitan et al. (2023), which discovered that e-recruitment significantly and favourably influences Generation Z's interest in applying for jobs in the Solo Raya region.

According to the F test results, e-recruitment, pay, and corporate reputation all have a combined impact on the desire to apply for a job, with a significant value of $0.000 < 0.05$ and an Fvalue of $17,942 > 2.70$. The t-test, however, indicates that pay has no discernible impact on Generation Z's interest in North Toraja. This could be because they place a higher value on career advancement and consider pay to be a fundamental expectation. On the other hand, e-recruitment and company reputation have a favourable and considerable impact. This finding is consistent with that of Puri et al (2020) and Hasdyna and Dinata (2024), who discovered comparable outcomes in Bekasi Regency.

CONCLUSION

Several conclusions can be drawn from the testing, management, and data analysis results pertaining to the impact of pay, corporate reputation, and e-recruitment on interest in job applications. First, in North Toraja, Generation Z's interest in applying for jobs (Y) is unaffected by remuneration (X1), indicating that getting a job is not primarily about pay. Second, in North Toraja, Generation Z's interest in applying for jobs is influenced by company reputation (X2); the more reputable the company, the more interested they

1
35

are in applying for a job. Third, the interest of Generation Z in applying for jobs in North Toraja is also impacted by e-recruitment (X3), indicating that the use of e-recruitment in the hiring process facilitates the ability of potential employees to locate the positions they desire. Fourth, interest in job applications (Y) is influenced by e-recruitment (X3), pay (X1), and firm reputation (X2). The study's conclusions highlight how crucial it is for businesses to enhance their reputation and put in place a successful e-recruitment strategy in order to draw in potential employees. The conclusions of this study might not apply to a larger population, though, because of its limitations, which include its exclusive emphasis on North Toraja's generation Z. To obtain a more thorough grasp of these dynamics, it is advised that future research investigate additional variables that can affect job application intentions in addition to carrying out studies in various age groups or geographical locations.

Compensation,
Company's Reputation
and E-Recruitment

3539

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Compensation, Company's Reputation and E-Recruitment

3540

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