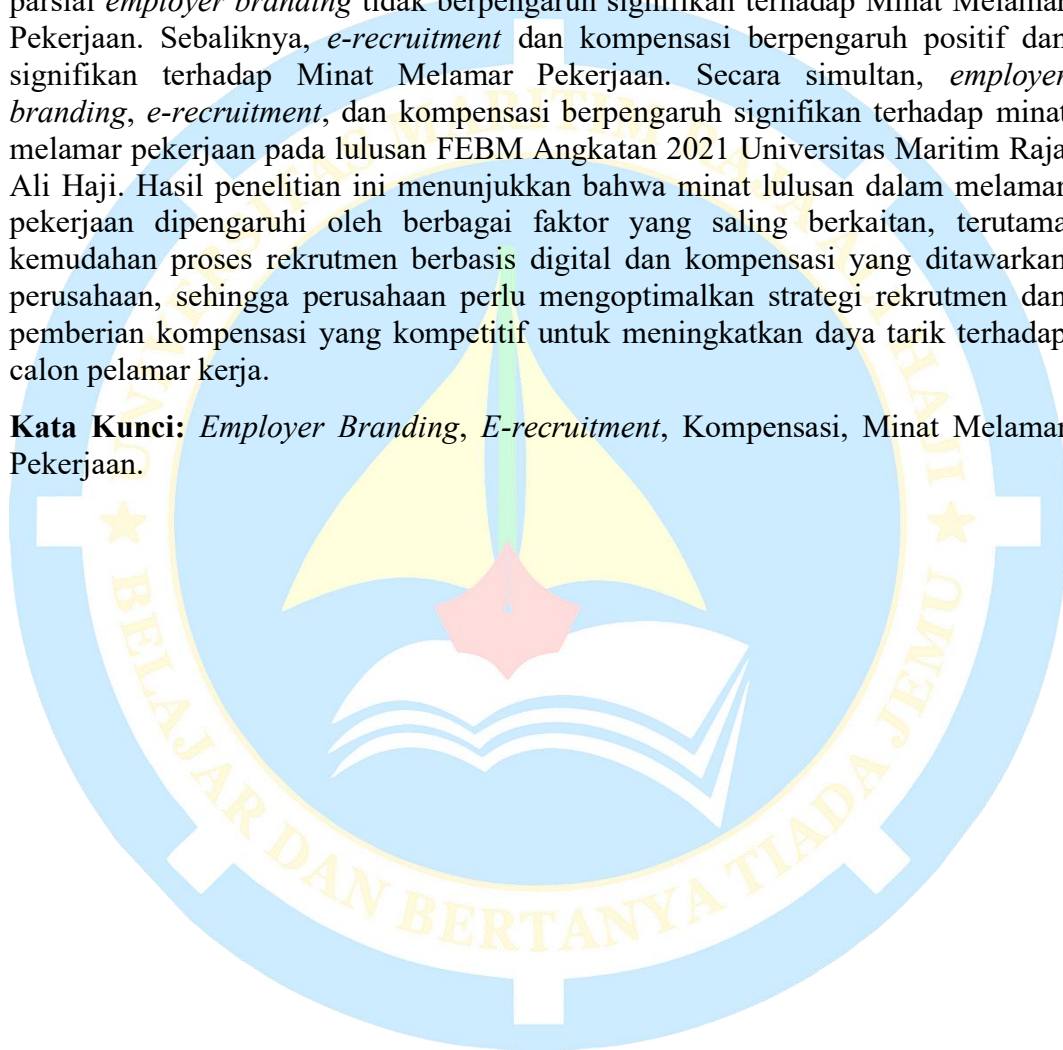


ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Employer Branding*, *E-recruitment*, dan Kompensasi terhadap Minat Melamar Pekerjaan pada lulusan FEBM Angkatan 2021 Universitas Maritim Raja Ali Haji. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik simple random sampling terhadap 106 responden yang dianalisis menggunakan regresi linier berganda melalui IBM SPSS Statistics 22. Hasil penelitian menunjukkan bahwa secara parsial *employer branding* tidak berpengaruh signifikan terhadap Minat Melamar Pekerjaan. Sebaliknya, *e-recruitment* dan kompensasi berpengaruh positif dan signifikan terhadap Minat Melamar Pekerjaan. Secara simultan, *employer branding*, *e-recruitment*, dan kompensasi berpengaruh signifikan terhadap minat melamar pekerjaan pada lulusan FEBM Angkatan 2021 Universitas Maritim Raja Ali Haji. Hasil penelitian ini menunjukkan bahwa minat lulusan dalam melamar pekerjaan dipengaruhi oleh berbagai faktor yang saling berkaitan, terutama kemudahan proses rekrutmen berbasis digital dan kompensasi yang ditawarkan perusahaan, sehingga perusahaan perlu mengoptimalkan strategi rekrutmen dan pemberian kompensasi yang kompetitif untuk meningkatkan daya tarik terhadap calon pelamar kerja.

Kata Kunci: *Employer Branding*, *E-recruitment*, Kompensasi, Minat Melamar Pekerjaan.



ABSTRACT

This study aims to analyze the influence of employer branding, e-recruitment, and compensation on interest in applying for a job in FEBM graduates of the class of 2021 at Raja Ali Haji Maritime University. This study uses a quantitative approach with a simple random sampling technique on 106 respondents who were analyzed using multiple linear regression through IBM SPSS Statistics 22. The results of the study show that partially employer branding does not have a significant effect on interest in applying for a job. On the other hand, e-recruitment and compensation have a positive and significant effect on interest in applying for a job. simultaneously, employer branding, e-recruitment, and compensation have a significant effect on the interest in applying for jobs in FEBM graduates class of 2021 at Raja Ali Haji Maritime University. The results of this study show that the interest of graduates in applying for jobs is influenced by various interrelated factors, especially the ease of the digital-based recruitment process and the compensation offered by the company, so companies need to optimize their recruitment strategies and provide competitive compensation to increase the attractiveness of potential job applicants.

Keywords: *Employer Branding, E-recruitment, Compensation, Interest in Applying for a Job.*

