

The Influence of E-Recruitment and Job Characteristics on Job Application Interest with Corporate Reputation as a Mediating Variable

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ARTICLE INFO

Keywords: E-Recruitment, Job Characteristics, Job Application Interest, Company Reputation

Received : 20, October

Revised : 07, November

Accepted: 08, December

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ABSTRACT

This study aims to examine the influence of e-recruitment and job characteristics on job application interest, with company reputation serving as a mediating variable. The research addresses a gap identified in previous studies. A quantitative approach was adopted, using non-probability sampling with purposive sampling methods. Data was collected through questionnaires distributed to respondents, using a 5-point Likert scale. The sample consisted of 380 respondents, and data analysis was conducted using the SmartPLS (Partial Least Squares) software. The findings indicate that both e-recruitment and job characteristics have a positive and significant effect on job application interest. Additionally, e-recruitment and job characteristics positively and significantly impact company reputation. Company reputation was found to directly mediate the relationship between job characteristics and job application interest positively and significantly. However, it was unable to mediate the direct relationship between e-recruitment and job application interest.

INTRODUCTION

In the modern era, technology has advanced significantly, enabling people to access a wide range of information through online platforms. This includes job vacancy information, which can now be easily accessed by job seekers connected to the internet. The benefits of the internet are evident, especially when used for constructive purposes such as searching for employment opportunities. Online job postings allow potential candidates to gather information about prospective employers and streamline their job search process without the need to visit companies in person (Mutiara, 2020).

Job application interest refers to the desire of potential employees to work for a specific company. This interest is driven by the goal of securing a suitable position and evaluating various aspects of the target company. Motivation to seek job opportunities arises from the availability of information, which enables candidates to make informed decisions and select suitable positions from available options (Ekhsan et al., 2022). In the current era of technological revolution, many tasks, including recruitment, are conducted digitally (Cahyo & Waskito, 2023). Increasingly, companies are adopting online recruitment processes due to their efficiency in identifying candidates more quickly (Shalahuddin et al., 2022). This phenomenon, known as e-recruitment, involves utilizing internet platforms to recruit and attract skilled candidates who meet a company's requirements. Employers often use websites to attract and recruit high-quality candidates, providing benefits not only for job seekers but also for companies by streamlining the hiring process and identifying talented individuals (Kusnandar, 2023).

Before applying for a job, candidates typically analyze job postings, including the characteristics of the positions advertised. Each job has unique attributes and requirements, which are essential for organizational productivity and employee satisfaction. Job characteristics encompass various aspects of a role, such as task variety, responsibilities, and the methods required to complete tasks. These elements play a crucial role in determining job satisfaction and organizational success (Febrianti & Hendratmoko, 2022). Additionally, job seekers often prioritize companies with strong reputations. From a marketing management perspective, customers prefer well-known brands, and similarly, job seekers are inclined to apply to companies consistently ranked among the best. Corporate reputation serves as a benchmark for recruitment and reflects public and internal perceptions of an organization, influencing its success (Riadi, 2022). A strong corporate identity can enhance employee retention and attract job seekers, suggesting that a positive reputation increases candidates' interest in applying (Ekhsan, 2021).

The data presented highlights fresh graduates' workplace preferences based on a survey. Among various employers, state-owned enterprises (BUMN) are the most sought-after by fresh graduates from universities in Malang City. This preference stems from the perception that BUMN offers stable salaries, attractive benefits, and clear career advancement opportunities, making them highly desirable among job seekers. Fresh graduates represent a significant demographic in the labor market. Universities, such as Universitas

Brawijaya, Universitas Negeri Malang, Universitas Muhammadiyah Malang, and Universitas Islam Malang, produce a large number of graduates annually, ready to enter the workforce. This study focuses on fresh graduates from the class of 2022 in Malang City's universities. These institutions were chosen for their reputations, superior accreditation, and history of producing high-quality graduates competitive in the job market. The inclusion of both public (Universitas Brawijaya, Universitas Negeri Malang) and private universities (Universitas Muhammadiyah Malang, Universitas Islam Malang) ensures a broader perspective and more comprehensive data collection.

One common phenomenon observed is that fresh graduates often experience a delay in securing their desired jobs. This delay may result from challenges in accessing information, influenced by various factors such as psychological conditions, demographics, the surrounding environment, societal roles, and the characteristics of the information sources themselves. Previous studies have shown varying results regarding the factors influencing job application interest. For instance, Cahyo and Waskito (2023) found that e-recruitment has a positive and significant impact on job application interest. Similarly, Febrianti and Hendratmoko (2022) concluded that job characteristics significantly influence job application decisions. However, Indah (2022) reported that corporate reputation does not significantly affect job application interest. These differing findings underscore the need for further research to explore the influence of e-recruitment, job characteristics, and corporate reputation on job application interest.

THEORETICAL REVIEW

Job Application Interest

Job application interest refers to an individual's desire and attraction to a specific job, demonstrated through efforts to make decisions aimed at securing a desired position (Cannaby, 2018). It can be defined as a stable tendency within an individual who feels enthusiasm and interest in an activity—physically, mentally, and socially—conducted voluntarily to achieve satisfaction, status, financial rewards, and a sense of purpose. This interest connects the individual to both society and the community (Rahayu, 2018). The process of job application interest begins with the attraction to a job, followed by efforts to gather information about job vacancies. Based on the information obtained, potential employees make decisions regarding which company they wish to apply to (Salahudin, 2022).

E-Recruitment

E-recruitment is a human resources technology tool designed to simplify and support the recruitment process by reducing financial costs, improving administrative efficiency, and increasing organizational benefits (Ekanayaka, 2019). It involves the dissemination of job vacancy information through advertisements or digital platforms, enabling companies to recruit employees efficiently to meet their business needs (Rahmawati, 2021). E-recruitment can be

implemented via company websites, online job boards, social media platforms, or mobile applications (Widhayani, 2020).

Job Characteristics

Job characteristics refer to the description of a job, encompassing various responsibilities and tasks assigned to employees, as well as the obligations expected of them (Elbadiansyah, 2019). They serve as a foundation for productivity and employee satisfaction and are designed to play a crucial role in the success and sustainability of organizations (Chandra, 2017). Job characteristics involve identifying the features of a job, how these features are combined to create different roles, and their impact on employee performance (Arizka, 2020). In summary, job characteristics include the variety of tasks, the level of responsibility assigned to employees, and the feedback received from their work outcomes (Hajati, 2018).

Corporate Reputation

Corporate reputation is the social perception of a company, shaped by its past and anticipated actions. This reputation influences the decision-making process of job seekers when choosing to apply to a specific organization (Renaldi, 2023). Corporate reputation significantly impacts applicants' interest in job opportunities, serving as a crucial factor in attracting candidates (Erlinda, 2020). It acts as a benchmark for recruiting potential employees and is based on the evaluations and opinions of individuals both inside and outside the organization, ultimately influencing the organization's success (Riadi, 2022). Corporate reputation reflects stakeholders' perceptions of a company's performance, trustworthiness, communication activities, and emotional connections over time (Cannaby, 2018).

Hypothesis Development

Previous research has consistently demonstrated that e-recruitment has a significant and positive influence on job application interest. Studies by Alfianto et al. (2024), Rosandi (2024), Saputri (2024), and Hoyomi (2024) confirm that e-recruitment positively impacts the willingness of individuals to apply for jobs. Similarly, findings by Cahyo (2023), Sanchita (2022), and Wulandari (2020) further corroborate this relationship. These results underline that effective use of e-recruitment platforms enhances the accessibility and attractiveness of job opportunities, motivating individuals to seek employment. Thus, it can be hypothesized that e-recruitment exerts a positive and significant influence on job application interest (H1). Likewise, job characteristics are pivotal in shaping job seekers' interest. Candidates are more likely to apply when they clearly understand the roles and responsibilities outlined in job descriptions (Elbadiansyah, 2019). Research by Rosandi (2024), Febrianti (2022), and Calvo (2018) supports the notion that well-defined job characteristics significantly increase job application interest. Accordingly, the hypothesis proposed is that job characteristics positively and significantly affect job application interest (H2).

Corporate reputation is another critical factor influenced by e-recruitment. A well-implemented e-recruitment system enhances a company's reputation by

fostering a positive relationship between employers and potential candidates (Fridantara, 2018). Findings by Ekhsan (2020) affirm the significant impact of e-recruitment on corporate reputation. Similarly, job characteristics play a role in shaping corporate reputation, as they contribute to initial perceptions of organizational compatibility (Wanandra, 2021). Studies by Hendratmoko (2022) and Wanandra (2021) indicate a positive and significant relationship between job characteristics and corporate reputation. Consequently, two additional hypotheses are proposed: e-recruitment has a positive and significant effect on corporate reputation (H3), and job characteristics have a positive and significant effect on corporate reputation (H4).

Lastly, corporate reputation serves as a mediating variable linking e-recruitment and job characteristics to job application interest. A positive corporate image influences potential candidates' decisions to apply for positions within the company (Cahyo, 2023). Empirical evidence from Saputri (2024), Hayomi (2024), and others (Fatimah, 2023; Dewi, 2023; Kumar, 2021; Erlinda, 2020; Mutiara, 2020) demonstrates that corporate reputation positively and significantly impacts job application interest. Furthermore, prior studies by Mamoro (2024) and Muafi (2018) reveal that e-recruitment indirectly affects job application interest through corporate reputation. Similarly, research by Puspitasari (2023) and Wanandra (2021) highlights the mediating role of corporate reputation in the relationship between job characteristics and job application interest. Hence, the final hypotheses state that corporate reputation mediates the relationship between e-recruitment and job application interest (H6) and between job characteristics and job application interest (H7).

METHODOLOGY

This study employs a quantitative research approach, specifically adopting an explanatory research design. The data were collected through questionnaires distributed to fresh graduates from higher education institutions in Malang City. The population of the study comprises 28,349 individuals who graduated in 2022 from four universities in Malang: Brawijaya University, Malang State University, Muhammadiyah University of Malang, and Islamic University of Malang. The sampling technique applied is non-probability sampling, with purposive sampling used to determine the research sample. Using a sample size calculator, a total of 380 respondents were selected from each university to participate in the study.

Data analysis was conducted using the SmartPLS (Partial Least Squares) method, version 4.1.0.8. PLS-SEM analysis encompasses two primary components: the measurement model (outer model) and the structural model (inner model). Several statistical tests were employed in this study to assess the relationships among variables. These include the R-square test to measure the model's explanatory power, bootstrapping to evaluate the significance of relationships, the path coefficient to determine direct effects, and specific indirect effects to examine mediation relationships. By utilizing this methodological approach, the study aims to explore the relationships among variables and gain insights into the factors influencing the research phenomena.

The use of SmartPLS allows for robust analysis of both direct and indirect relationships, providing a comprehensive understanding of the underlying structures within the data. This method is particularly well-suited for studies involving complex models and latent variables.

RESULTS

R Square Value

Table 1 presents the R-Square test results, indicating that the R-Square value for the variable *interest in applying for jobs* is 0.360. This implies that 36.0% of the variability in interest in applying for jobs can be explained by the variables of e-recruitment and job characteristics, while the remaining 64.0% is attributable to other variables not included in this study.

Table 1. R-Square Value Test Results

Variable	R-square	R-square adjusted
Job Application Interest	0.360	0.354
Company Reputation	0.405	0.402

Similarly, the R-Square value for *company reputation* is 0.405, suggesting that 40.5% of the variability in company reputation, as a dependent variable, is explained by e-recruitment, job characteristics, and interest in applying for jobs, with the remaining 59.5% influenced by factors outside the scope of this research. These findings suggest that the relationships between e-recruitment, job characteristics, and the dependent variables exhibit a moderate level of explanatory power.

Path Coefficient Test

The results of the path coefficient analysis presented in Table 2 evaluate the strength and significance of the structural model's relationships. Using bootstrapping to estimate t-values, significance is determined by comparing the t-statistic to the critical value of 1.96 at a 5% significance level (alpha).

Table 2. Path Coefficient Test

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
E-Recruitment - > Job Application Interest	0.326	0.330	0.075	4.318	0.000
E-Recruitment - > Company Reputation	0.300	0.304	0.076	3.940	0.000
Job Characteristics - > Job Application Interest	0.189	0.182	0.069	2.735	0.007

Job Characteristics -> Company Reputation	0.432	0.434	0.056	7.715	0.000
Company Reputation -> Job Application Interest	0.206	0.206	0.083	2.497	0.013

The findings indicate that e-recruitment significantly influences both interest in applying for jobs ($t = 4.318, p = 0.000$) and company reputation ($t = 3.940, p = 0.000$). Similarly, job characteristics show a significant effect on interest in applying for jobs ($t = 2.735, p = 0.007$) and company reputation ($t = 7.715, p = 0.000$). Furthermore, company reputation also exerts a significant influence on interest in applying for jobs ($t = 2.497, p = 0.013$). These results confirm that all tested relationships in the structural model are statistically significant.

Specific Indirect Effect Test

The Specific Indirect Effect test, as presented in Table 4, examines the indirect influence of variables through mediators, complementing the direct effects outlined in the Path Coefficient analysis. The results reveal that the indirect effect of e-recruitment on job application interest via company reputation is not statistically significant ($t = 1.805, p = 0.072$). In contrast, the indirect effect of job characteristics on job application interest through company reputation is significant ($t = 2.127, p = 0.034$). These findings suggest that while company reputation mediates the relationship between job characteristics and job application interest, it does not significantly mediate the relationship between e-recruitment and job application interest.

Table 3. Specific Indirect Effect Test

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
E-Recruitment -> Company Reputation -> Job Application Interest	0.062	0.064	0.034	1.805	0.072
Job Characteristics -> Company Reputation -> Job Application Interest	0.089	0.091	0.042	2.127	0.034

DISCUSSION

E-recruitment has a positive and significant impact on the job application interest of fresh graduates from universities in Malang, with a significance value of $0.000 < 0.05$, thus Hypothesis 1 is accepted. This finding aligns with previous research, such as a study on the impact of company reputation and e-recruitment on job application interest among Generation Z students at public universities in Malang, which also found that e-recruitment significantly influences job application interest (Saputri, 2024). Job characteristics positively and significantly influence the job application interest of fresh graduates from universities in Malang, with a significance value of $0.007 < 0.05$, so Hypothesis 2 is accepted. This result is consistent with prior studies that highlight how job seekers tend to look for positions that align with their expectations, needs, and career goals (Febrianti, 2022).

E-recruitment also has a positive and significant impact on the company reputation of fresh graduates in Malang, with a significance value of $0.000 < 0.05$, confirming the acceptance of Hypothesis 3. The presence of e-recruitment helps enhance company reputation, as effective use of e-recruitment can improve the public perception of a company (Ekhsan, 2020). Job characteristics positively and significantly affect the reputation of companies hiring fresh graduates in Malang, with a significance value of $0.000 < 0.05$, thereby accepting Hypothesis 4. Companies that offer adequate career opportunities, meaningful work, and a positive work environment tend to have better reputations, making it easier for them to retain high-quality employees (Hendratmoko, 2022).

Company reputation positively and significantly influences the job application interest of fresh graduates from universities in Malang, with a significance value of $0.013 < 0.05$, supporting the acceptance of Hypothesis 5. Company reputation plays a critical role in the business world, as a company's reputation is a fundamental indicator of its success. When properly managed, it becomes a valuable asset (Kader, 2023). The results of the hypothesis testing revealed that, collectively, company reputation does not mediate the relationship between e-recruitment and job application interest. The significance value of $0.072 > 0.05$ led to the rejection of Hypothesis 6. This study does not support the findings of previous studies by Muafi (2018) and Wasis (2018), which indicated that company reputation mediates the influence of e-recruitment on job application interest. Company reputation, however, significantly mediates the relationship between job characteristics and job application interest, with a significance value of $0.034 < 0.05$, thereby accepting Hypothesis 7. Company reputation acts as a mediator in this relationship, demonstrating that even if job characteristics are appealing, a poor company reputation may diminish potential applicants' interest in applying (Wanandra, 2021).

CONCLUSIONS AND RECOMMENDATIONS

The conclusions drawn from this study are as follows: 1) The results indicate that e-recruitment has a positive and significant impact on the job application interest of fresh graduates from universities in Malang. In other words, as the level of e-recruitment increases, so does the interest in applying for

jobs. 2) The study also reveals that job characteristics have a positive and significant effect on the job application interest of fresh graduates in Malang. This means that as job characteristics improve, the interest in applying for jobs increases. 3) The research shows that e-recruitment has a positive and significant impact on the company reputation among fresh graduates in Malang. In essence, as the level of e-recruitment rises, the reputation of the company improves. 4) The findings also indicate that job characteristics have a positive and significant effect on the reputation of companies hiring fresh graduates in Malang. This implies that as job characteristics improve, the company reputation enhances. 5) The results further demonstrate that company reputation has a positive and significant impact on the job application interest of fresh graduates in Malang. This suggests that a higher company reputation leads to greater job application interest. 6) The study reveals that company reputation does not mediate the relationship between e-recruitment and job application interest of fresh graduates in Malang. 7) Finally, the research indicates that company reputation significantly mediates the relationship between job characteristics and job application interest of fresh graduates in Malang.

FURTHER STUDY

This study has several limitations that suggest avenues for future research. Firstly, the focus on fresh graduates from universities in Malang may limit the generalizability of the findings to other regions or education levels. Future research could expand the sample to include graduates from different areas or institutions to enhance the applicability of the results. Additionally, the reliance on self-reported survey data introduces the potential for response bias, and future studies could employ mixed methods to gain more nuanced insights. Moreover, while this study explored the effects of e-recruitment, job characteristics, and company reputation on job application interest, other factors such as organizational culture, compensation, and work-life balance were not considered, and future studies could include these variables for a more comprehensive understanding. The cross-sectional design of this research also limits causal inferences, suggesting that longitudinal studies could offer valuable insights into how these factors evolve over time. Finally, while company reputation was found to mediate the relationship between job characteristics and job application interest, further research could explore the mechanisms through which reputation influences applicants' decision-making, such as the role of online reviews, social media, and employer branding.

ACKNOWLEDGMENT

We would like to thank all the parties involved in this research.

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