ABSTRAK

Pada saat ini pemanfaatan teknologi di Indonesia semakin pesat. Hal ini berdampak pada sektor bisnis di Indonesia yang merubah bisnisnya dengan memanfaatkan teknologi digital, salah satunya pada industri *e-commerce*. *E-commerce* merupakan transaksi yang meliputi berbagai macam kegiatan bisnis mulai dari pembelian sampai penjualan yang berbasis melalui media jariangan internet. Dari perkembangan *e-commerce* di Indonesia akan menghasilkan lapangan pekerjaan baru. Menurut menteri kominfo, Johnny G Plate Indonesia membutuhkan talenta digital sebanyak 113 juta orang pada tahun 2030, namun diperkirakan hanya tersedia sebanyak 104 juta orang. Saat ini generasi Z sedang mendominasi tempat kerja sebesar 27,94%. Namun banyak pihak yang menandai bahwa generasi z merupakan generasi yang tidak loyal, generasi ini secara umum akan berpindah kerja setelah satu tahun bekerja diperusahaan. Berdasarkan permasalahan sebelumnya perusahaan *e-commerce* berlomba-lomba untuk meningkatkan *Employer Attractiveness* untuk meningkatkan minat melamar pada perusahaannya. Jenis penelitian ini adalah eksplanatori. Penelitian ini ditujukan untuk mengetahui hubungan lima variabel serta efektivitas antar variabel. Teknik penentuan sampel yang digunakan, yaitu non-probability sampling dengan jumlah sampel 110 orang. Teknik analisis data yang digunakan, yaitu uji reliabilitas, uji validitas, analisis deskriptif, uji asumsi klasik, uji hipotesis. Hasil penelitian ini menunjukkan *interest value*, *Social Value*, *Economic Value* berpengaruh positif terhadap minat melamar. Sedangkan *Development Value* dan *Application value* berpengaruh negatif terhadap minat melamar.

Kata Kunci: *Employer Attractiveness, Interest value, Social Value, Economic Value, Development Value, Application value*, Minat Melamar.

ABSTRACT

The use of technology in Indonesia is growing rapidly. This has an impact on the business sector in Indonesia which is changing its business by utilizing digital technology, one of which is the e-commerce industry. E-commerce is a transaction that includes various kinds of business activities ranging from buying to selling based on the internet network media. The development of e-commerce in Indonesia will generate new jobs. According to the Minister of Communication and Informatics, Johnny G Plate Indonesia needs 113 million digital talents by 2030, but it is estimated that only 104 million people will be available. Currently generation Z is dominating the workplace at 27.94%. However, many people mark that the Z generation is a disloyal generation; this generation will generally change jobs after one year working in the company. Based on the previous problems, e-commerce companies are competing to increase Employer Attractiveness to increase interest in applying to their companies. This type of research is explanatory. This study aims to determine the relationship between five variables and the effectiveness between variables. The sampling technique used is non-probability sampling with a total sample of 110 people. The data analysis technique used is reliability test, validity test, descriptive analysis, classic assumption test, hypothesis test. The results of this study indicate that interest value, social value, economic value has a positive effect on interest in applying. Meanwhile, Development Value and Application value have a negative effect on interest in applying.

Keywords: Employer Attractiveness, Interest value, Social Value, Economic Value, Development Value, Application value, Interested to Apply.