

## ABSTRACT

Human resources are among the most valuable intangible assets for the company. To get competent human resources, mature recruitment design is needed. Recruitment is a sequential and multi-stage process that permits an organization to target prospective employees with specific skills. Many factors influence employees to be interested in applying to companies, including, Self Congruity, Perceived Available Information, Employer Attractiveness. This study aims to determine the effect of Self-Congruity, Perceived Available Information, on Employer Attractiveness, and the influence of Employer Attractiveness on Application Intention. This study uses primary data by distributing questionnaires to accounting students at Airlangga University who have the intention of working for one of the 4 major public accounting offices (KPMG, Ernst & Young (EY), Deloitte and PricewaterhouseCoopers (PwC)). Respondents in this study amounted to 80 people. This study uses a quantitative approach that tests hypotheses using Structural Equation Model (SEM) based on Partial Least Square (PLS). The results of this study indicate that self congruity has a significant positive effect on employer attractiveness, perceived available information has a significant positive effect on employer attractiveness. Employer attractiveness has a significant positive effect on the application intention.

Keyword: *Self Congruity, Perceived Available Information, Employer Attractiveness, Application Intention, Big 4 Accounting Firms*

## ABSTRAK

Sumber daya manusia merupakan aset terpenting bagi perusahaan. Untuk mendapatkan sumber daya manusia yang berkompeten, dibutuhkan perancangan rekrutmen yang matang. Rekrutmen adalah proses sekuensial dan bertahap yang memungkinkan organisasi untuk menargetkan calon karyawan dengan keterampilan khusus. Banyak faktor yang mempengaruhi karyawan agar tertarik ingin melamar pada perusahaan, diantaranya, *Self Congruity*, *Perceived Available Information*, *Employer Attractiveness*. Penelitian ini bertujuan untuk mengetahui pengaruh *Self-Congruity*, *Perceived Available Information*, terhadap *Employer Attractiveness*, serta pengaruh *Employer Attractiveness* terhadap *Application Intention*. Penelitian ini menggunakan data primer dengan menyebar kuesioner pada mahasiswa akuntansi Universitas Airlangga yang memiliki niat bekerja pada salah satu 4 besar kantor akuntan publik (KPMG, Ernst & Young (EY), Deloitte dan PricewaterhouseCoopers (PwC)). Responden dalam penelitian ini berjumlah 80 orang. Penelitian ini menggunakan pendekatan kuantitatif yang menguji hipotesis dengan menggunakan *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS). Hasil dari penelitian ini menunjukkan bahwa *self congruity* berpengaruh positif signifikan terhadap *employer attractiveness*, *perceived available information* berpengaruh positif signifikan terhadap *employer attractiveness*. *Employer attractiveness* berpengaruh positif signifikan terhadap *application intention*.

Kata kunci :

*Self Congruity*, *Perceived Available Information*, *Employer Attractiveness*, *Application Intention*, 4 besar kantor akuntan publik