

DAFTAR ISI

SKRIPSI	ii
PERNYATAAN ORISINALITAS SKRIPSI	iii
KATA PENGANTAR	iv
ABSTRACT	vi
ABSTRAK	vii
DAFTAR ISI	viii
DAFTAR TABEL	xiii
DAFTAR GAMBAR	xv
BAB I	1
PENDAHULUAN	1
1.1 Latar Belakang.....	1
1.2 Rumusan Masalah.....	12
1.3 Tujuan Penelitian.....	12
1.4 Manfaat Penelitian.....	12
1.5 Sistematika Penulisan.....	13
BAB II	15
TINJAUAN PUSTAKA	15
2.1 Landasan Teori	15
2.1.1 Rekrutmen	15

2.1.1.1 Pengertian Rekrutmen.....	15
2.1.1.2 Jenis Rekrutmen.....	17
2.1.2 Self Congruity.....	19
2.1.3 Perceived Available Information.....	21
2.1.4 Employer Attractiveness.....	23
2.1.5 Application Intention.....	26
2.2 Studi Terdahulu.....	28
2.2.1 Studi oleh Kissel dan Buttgen (2015).....	28
2.2.2 Studi oleh Lien Wille et al., (2018).....	30
2.3 Hubungan antar variabel dan Pengembangan Hipotesis.....	31
2.3.1 Hubungan <i>Self Congruity</i> dan <i>Employer Attractiveness</i>	31
2.3.2 Hubungan <i>Perceived Available Information</i> dan <i>Employer Attractiveness</i>	32
2.3.3 Hubungan <i>Employer Attractiveness</i> dan <i>Application Intention</i>	33
2.4 Model Analisis.....	35
BAB III.....	36
METODE PENELITIAN.....	36
3.1 Pendekatan Penelitian.....	36
3.2 Identifikasi Variabel.....	37
3.3 Definisi Operasional Variabel.....	37
3.3.1 <i>Application Intention</i>	38

3.3.2	<i>Employer Attractiveness</i>	38
3.3.3	<i>Perceived Available Information</i>	39
3.3.4	<i>Self Congruity</i>	41
3.4	Jenis dan Sumber Data	41
3.5	Prosedur Pengumpulan Data	42
3.5.1	Teknik Penentuan Populasi dan Sampel	42
3.5.1.1	Populasi Penelitian.....	43
3.5.1.2	Sampel Penelitian.....	43
3.6	Teknik Analisis Data	44
BAB IV	48
HASIL DAN PEMBAHASAN	48
4.1.	Gambaran Umum Obyek Penelitian	48
4.1.1.	Karakteristik Responden	48
4.2.	Deskripsi Hasil Penelitian	48
4.2.1.	Deskripsi Jawaban Responden	48
4.2.1.1.	Deskripsi Variabel <i>Self Congruity</i>	52
4.2.1.2.	Deskripsi Variabel <i>Perceived Available Information</i>	53
4.2.1.3.	Deskripsi Variabel <i>Employer Attractiveness</i>	54
4.2.1.4.	Deskripsi Variabel <i>Application Intention</i>	55
4.3.	Analisis Partial Least Square	56
4.3.1.	Analisis Partial Least Square <i>Self Congruity</i>	56
4.3.1.1.	Evaluasi Outer Model	56
4.3.1.1.1.	<i>Convergent Validity</i>	56
4.3.1.1.2.	<i>Discriminat Validity</i>	64

4.3.1.1.3. <i>Composite reliability</i>	67
4.3.1.2 Evaluasi Inner Model.....	68
4.3.1.2.1 Nilai <i>R-Square</i>	68
4.3.1.3 Uji Hipotesis.....	70
4.4 Pembahasan.....	72
4.4.1 Pengaruh <i>Self Congruity</i> terhadap <i>Employer Attractiveness</i>	72
4.4.2 Pengaruh <i>Perceived Available Information</i> terhadap <i>Employer Attractiveness</i>	73
4.4.3 Pengaruh <i>Employer Attractiveness</i> terhadap <i>Application Intention</i>	74
BAB V	76
SIMPULAN DAN SARAN	76
5.1 Simpulan.....	76
5.2 Kontribusi Penelitian.....	76
5.2.1 Bagi Pihak Akademisi.....	76
5.2.2 Bagi Pihak Perusahaan.....	78
5.3 Saran Untuk Penelitian Selanjutnya.....	79
DAFTAR PUSTAKA	81
LAMPIRAN 1.....	85
LAMPIRAN 2.....	87
LAMPIRAN 3.....	89
LAMPIRAN 4.....	92
LAMPIRAN 5.....	94
LAMPIRAN 6.....	95

LAMPIRAN 7.....	99
LAMPIRAN 8.....	103