

ABSTRACT

This research found that factors such as company reputation, e-recruitment, and work environment significantly influence the interest of college students to apply for jobs. The results of this research underline the importance of company efforts in building a good reputation, utilizing internet technology for the recruitment process, and creating a supportive work environment so that it can attract students to become part of the company. This research uses a quantitative approach with a questionnaire as the instrument used in data collection. The data was then analyzed using SMARTPLS. This research shows that company reputation and e-recruitment significantly influence interest in applying for jobs among IBS students in the Class of 2019 and 2020, while the work environment has a positive influence, but not significant. In the context of intense competition in the world of work, companies need to build a strong reputation and effectively use e-recruitment to attract prospective employees' interest. For students, it is important to understand better the work environment companies offer through their publications, including social media. Although this research provides valuable insight, other potential influences could still be researched in the future, such as compensation, rewards, and other factors that may influence students' job application intentions.

Keywords: Company Reputation, E-Recruitment, Work Environment, Job Interest