INFLUENCE OF COMPANY IMAGE ON APPLICANT ATTRACTION IN THE RECRUITMENT PROCESS OF PT. X COMPANY IN SURABAYA

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INTERNATIONAL BUSINESS MANAGEMENT
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
SURABAYA
2016
INFLUENCE OF COMPANY IMAGE ON APPLICANT
ATTRACTION IN THE RECRUITMENT PROCESS OF PT.
X COMPANY IN SURABAYA

CASE STUDY REPORT
Submitted to
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
To Meet Most of the Requirements of Obtaining a Bachelor Degree
Majoring in International Business Management

BY:
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INTERNATIONAL BUSINESS MANAGEMENT
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY SURABAYA
SURABAYA
2016
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Firstly I want to Praise and Thanks to God, who always gives gracious mercy and tremendous blessing to help the writer to finish this Internship report

I would like to thanks to all those who given the contribution so that this Internship report can be finished. And I would like to thanks to:

1 Dr. Antonio Loyola Taganas and Dawid Wojcinowcz, MA as my advisor who guided me to finished this Internship report. Thank you for your suggestion, support, motivation, and the good advice that you give to me to finished this Internship report.

2 PT. X, especially Human Resource Department thank you for everything that you give to me. New experience, new friends, and everything that you give to me that I cannot explain one by one in here.

3 Thank you for Dr. Lodovicus Lasdi, MM as the Dean of Business Faculty that give me a chance to do this Case Paper.

4 Thank you for Mrs. Elisabeth Suprihayanti, SE, M.Si as the head of Management Program give me a chance to do this Case Paper
Mrs. Lena Elitan, Ph.D. as the chairman of the examiners team that give a knowledge for this Case Paper.

All of the lecturers in Widya Mandala Catholic University Surabaya, thank you for the time, knowledge, and support that has given to me since the first year I am study in here.

For my beloved family, Father, Mother, and Brother thank you for the support, motivation, patient when I do this Internship report and everything in life.

My friends in International Business Management Facult, thank you for the support and motivation.

My friends in University that I cannot mention one by one

For everyone who has participating in doing this Internship report.

Thank You for support and everything that has been gave to me. Words cannot describe to express my feeling right now. I really blessed and happy because I can pass all of this.

Surabaya, _____________
Writer,

Bunga Ayu Primananda
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ABSTRACT

In this new era of globalization, many industries have serious difficulties in recruiting potential employees in the wake of significant shifts in the demographic composition of labor markets and rapid changes in technology. Recruitment is the primary mechanism used by organizations to attract qualified applicants, this discipline is receiving increased recognition among academic scholars as organizations seek to establish a competitive advantage over competitors in response to shifts in labor market conditions.

The aim of the research is to explain, describe, and identify the influence of company image on applicant attraction of PT X Company. The data was gathered in structured survey questionnaire distributed to the 200 applicants of PT X Company in Job Fair or daily test/interview, and collected on the same day. The data was analyzed by using Descriptive Statistic and Correlation Analysis. The Result shows that the Company Image has positive correlation with the Attraction of Applicant. Meanwhile, as individual dimension, company image has influence toward job applicant attraction.

Keywords: Company Image, Job Applicant, Applicant Attraction, Descriptive Statistics, Correlation Analysis
ABSTRAK

Dalam era baru globalisasi ini, banyak industri mengalami kesulitan serius dalam merekrut calon karyawan di bangun dari pergeseran signifikan dalam komposisi demografis pasar tenaga kerja dan perubahan yang cepat dalam teknologi. Rekrutmen adalah mekanisme utama yang digunakan oleh organisasi untuk menarik pelamar yang memenuhi kualifikasi, disiplin ini menerima pengakuan meningkat di kalangan sarjana akademik sebagai organisasi berusaha untuk membangun keunggulan kompetitif atas pesaing dalam menanggapi pergeseran dalam kondisi pasar tenaga kerja.


Keywords: Company Image, Job Applicant, Applicant Attraction, Descriptive Statistics, Correlation Analysis