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**THE INFLUENCE OF SOCIAL MEDIA AND E-RECRUITMENT ON JOB APPLICATION INTEREST WITH COMPANY REPUTATION AS A MEDIATING VARIABLE (CASE STUDY ON STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITAS MUHAMMADIYAH SURAKARTA)**

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**Abstract**

The purpose of this study is to determine the effect of social media and e-recruitment on job application interest with company reputation as a mediating variable among students of the Faculty of Economics and Business, Muhammadiyah University Surakarta. This study was conducted using a quantitative approach. Data collection was carried out through a Likert scale-based questionnaire. The sampling method used in this study was nonprobability sampling, namely purposive sampling, where respondents were selected based on predetermined criteria, namely students of the Faculty of Economics and Business who were active on social media. From the data collection, a sample of 375 respondents was obtained. Furthermore, validity, reliability, and hypothesis testing were conducted using SmartPLS 3.0 software. The results obtained after the analysis process were that social media has a positive and significant effect on company reputation, e-recruitment has a positive and significant effect on company reputation, social media has a positive and significant effect on job applications, e-recruitment has a positive and significant effect on interest in applying for jobs, and company reputation has a positive and significant effect on interest in applying for jobs. Furthermore, company reputation was able to mediate the influence of social media on job application interest, and company reputation was able to mediate the influence of e-recruitment on job application interest.

**Keywords:** Social Media, E-Recruitment, Company Reputation, Interest in Applying for a Job



## INTRODUCTION

In today's digital age, the job search and recruitment process has undergone significant changes. Currently, social media and e-recruitment platforms have become important tools for job seekers and companies to find job opportunities and attract potential candidates, especially among students who are about to graduate. Online platforms such as Instagram, Facebook, Twitter, LinkedIn, and job vacancy websites play an important role as recruitment tools today. This shows that technological developments can provide opportunities in the world of work, but can also be a challenge for job seekers and companies, as they must learn and adapt to the current digital transformation. Despite the increasing ease of access to job information, the unemployment rate in Indonesia remains a significant issue.

According to a report by the Central Statistics Agency (BPS) published on CNN Indonesia on Wednesday, May 29, 2024, at 10:37 a.m. In Western Indonesian Time, there are approximately 9.89 million young Indonesians aged 15-24 who are unemployed, not seeking work, and not participating in training or internships, referred to as NEET (Not in Employment, Education, or Training). Of this number, approximately 5.23 million are from urban areas, while the remaining 4.65 million are from rural areas. This data indicates that despite the increasing availability of information about job opportunities, there remains a gap in labor absorption (CNN Indonesia, 2024).

This problem is not only caused by the availability of jobs, but also by the limited information available about job vacancies. With the existence of social media and e-recruitment today, companies and job seekers can share and obtain information more efficiently. Social media is often used by companies to share



various information related to organizational activities, programs, work culture, job vacancies, and to build their image in the public eye. Meanwhile, e-recruitment platforms allow prospective job seekers to obtain and select job vacancies that match their abilities and preferences due to the wide access to job opportunities.

Advances in technology today should make it easier to find information related to job vacancies. This information can be accessed through social media owned by each individual. Social media provides many benefits because it contains content that contains various information and makes it easier to communicate. According to Pratama (2014:216) in Nurhayati (2020) explains that the term “social media” refers more to the content provided by creators, application developers, and service providers to users to give them a place and means to interact or socialize online, using a computer network, or in this case, the internet, along with OTT (Over The Top) technology through mobile devices or other connected devices.

E-recruitment is the process of recruitment that uses the internet to recruit potential employees (Jayabalan et al., 2019). Ananda and Santosa (2024) mention that companies benefit greatly from e-recruitment because it is more cost-effective and easier to find workers who meet the required criteria. Meanwhile, for job seekers, e-recruitment makes it easier for them to choose jobs that align with their interests and skills, while also enabling more efficient and targeted job applications. This opinion is supported by research conducted by (Cahyo & Waskito, 2023; Hayomi & Suharnomo, 2024; Shalahuddin et al., 2022), which states that the implementation of e-recruitment in companies can influence a person to apply for a job.



The use of social media and e-recruitment is not always effective. Many companies have yet to optimize their digital strategies in attracting potential employees. Some job seekers still face difficulties in accessing information about job vacancies and have doubts about the information posted on online sites. Therefore, an important factor influencing individuals to apply for a job is the company's Reputation.

Company reputation provides an overview of the quality and culture of the company, which influences job applicants' assessment of a company. Companies with a good reputation tend to be trusted by job applicants compared to companies with a bad reputation. The quality and value of an organization can be seen from its Reputation. According to Handi and Safitri (2023), job seekers are more interested in applying to a company with a good reputation.

Meanwhile, according to Silva (2023), the perception formed by potential candidates about an organization's image or Reputation is based on available organizational information. It will influence their decision to apply for or not to accept a job offer at that organization. Thus, job applicants are more likely to be interested in applying for a job by looking at the available information and the company's Reputation.

This is in line with the results of a study Haryani (2023) which found that company reputation influences interest in applying for a job. Students of the Faculty of Economics and Business, Muhammadiyah University Surakarta, were the subjects of this study because they are prospective employees who actively use social media and will enter the workforce.

As a generation familiar with digital technology, students of the Faculty of Economics and Business at UMS are expected to have a high tendency to use and



leverage social media and e-recruitment platforms to seek information about jobs. Therefore, this study aims to analyze the influence of social media and e-recruitment on job application interest, mediated by company reputation, among students of the Faculty of Economics and Business at UMS.

Many studies have been conducted on how social media and e-recruitment increase interest in applying for jobs, but research on how company reputation mediates this relationship is still limited. Based on this background, this study aims to analyze the influence of social media and e-recruitment on interest in applying for jobs mediated by company reputation. By studying this relationship, it is hoped that this study will provide insights for companies in planning more effective recruitment strategies and for educational institutions in preparing their students to face the working world. The results of this study can also help job seekers in understanding the elements that influence their decisions in choosing a workplace that aligns with their expectations and needs.

## **LITERATURE REVIEW**

### **Interest in Applying for a Job**

Barber (1998) in Silva (2023) defines interest in applying for a job as a process that begins with learning about a company, continues with learning about available positions, and ends with submitting a job application to a company of interest. This definition shows that interest in applying for a job begins with the process of searching for information related to available positions or vacancies, which then creates a match and encourages a person to apply for the desired position. Thus, not only subjective attitudes and norms, but also perceived behavioral control influence individual decisions through behavioral intentions.



## **Social Media**

Social media is increasingly popular today because it facilitates interaction and connectivity between individuals in the digital space, whether in the personal, political, or business spheres (Sahroh, 2018). Social media can also serve as a tool for online communication and socialization, enabling users to build and maintain relationships in various social contexts. Online platforms such as blogs, social networks, wikis, forums, and virtual worlds are examples of social media where people can easily engage, share, and produce content (Syuderajat & Puspitasari, 2018). Social media as a set of applications that utilize internet technology to enable the creation and exchange of user-generated content (Junaedi et al., 2024). In another study, social media is defined as a platform, service, and means through which individuals can communicate with one another, express their identity, and distribute information via the internet (Indra, 2021).

## **E-Recruitment**

Every company strives to achieve its goals, and to achieve these goals, it requires the support of competent human resources who meet the company's standards. Recruitment is a method used by companies to obtain skilled personnel who meet organizational requirements. Currently, recruitment can be done online by utilizing technological developments. E-recruitment is a method that is increasingly being used by human resource managers to achieve a competitive advantage in the long term by helping to retain talented and rare individuals (Kowo et al., 2019). According to El Mousadik & Boutaky (2023) E-recruitment is a recruitment process conducted via the internet to obtain online



candidates who meet certain criteria and are likely to be employed by a company or organization.

### Company Reputation

Company reputation is a strategic aspect that has a significant impact on how people perceive something and the level of trust stakeholders have in the company's performance and image. Fombrun 1996 in Nardella et al (2023) states that intangible resources, such as company reputation, refer to assessments formed from a company's past track record and expectations of its future performance, which collectively reflect the company's attractiveness in the eyes of its key stakeholders. Corporate Reputation is an intangible asset with distinctive characteristics, strategic value, scarcity, difficulty to replicate, and the ability to provide sustainable advantages for the company (Phalevi & Handoyo, 2023). Afifah et al (2021) Describe corporate Reputation as the overall assessment of a company held by both external and internal stakeholders.

### Research Framework

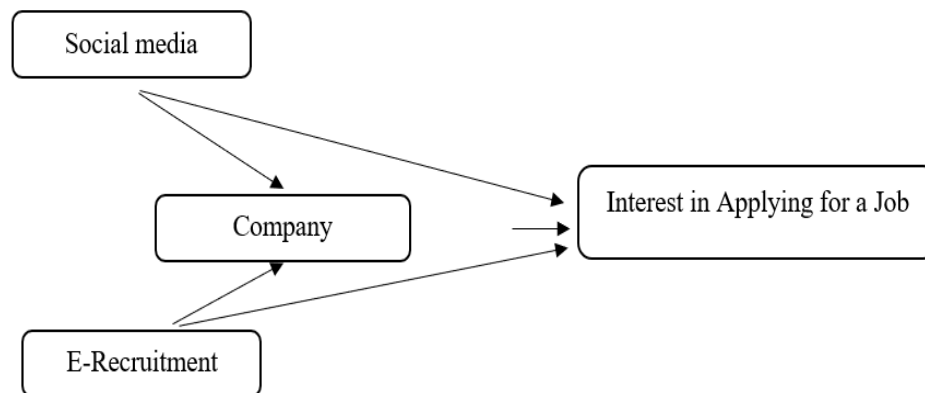


Figure 1.  
Research Framework



## RESEARCH METHOD

This study uses a quantitative research method. The purpose of this study is to analyze and evaluate the influence of social media and e-recruitment on job application interest mediated by company reputation. This study involved respondents who are students of the Faculty of Economics and Business, Muhammadiyah University Surakarta.

The data sources in this study are primary and secondary data. Primary data were obtained from primary sources or data collectors. To collect primary data for this study, the researcher distributed an online questionnaire using Google Forms to the respondents. Secondary data were obtained from previous studies published by several institutions. The data were then selected for use in this study by referring to previous studies related to the topic of this study to obtain satisfactory results.

In order to obtain data, this study used primary data with a data collection technique in the form of questionnaires. This was done by asking several questions and statements in writing to respondents related to the variables in the study, including dependent variables, independent variables, and mediating variables.

The population in this study was all individuals, study targets, or other entities that had specific attributes and were relevant to the focus of the study (Asrulla et al., 2023). The population used as the basis for this study was students of the Faculty of Economics and Business, Muhammadiyah University Surakarta. The sample was several individuals or parts representing the population obtained through a specific sampling procedure (Purwanza et al., 2022). Sample selection in this study was conducted using the nonprobability sampling technique.



Nonprobability sampling is a sample selection technique in which members of the population have unequal chances of being selected because the selection process is based on the researcher's subjective considerations or assessments (Sugiyono, 2019). In this study, sampling was conducted non-randomly using the purposive sampling method. The criteria for this study included:

- 1) Respondents were students of the Faculty of Economics and Business, Muhammadiyah University Surakarta.
- 2) Respondents were active users of social media.

This study involved 375 respondents from the Faculty of Economics and Business. The questionnaire was distributed by sharing the research questionnaire with students of the Faculty of Economics and Business, Muhammadiyah University Surakarta, through various social media platforms such as WhatsApp, Telegram, and Instagram, as well as academic groups such as lecture groups, student organization communities, and other educational forums.

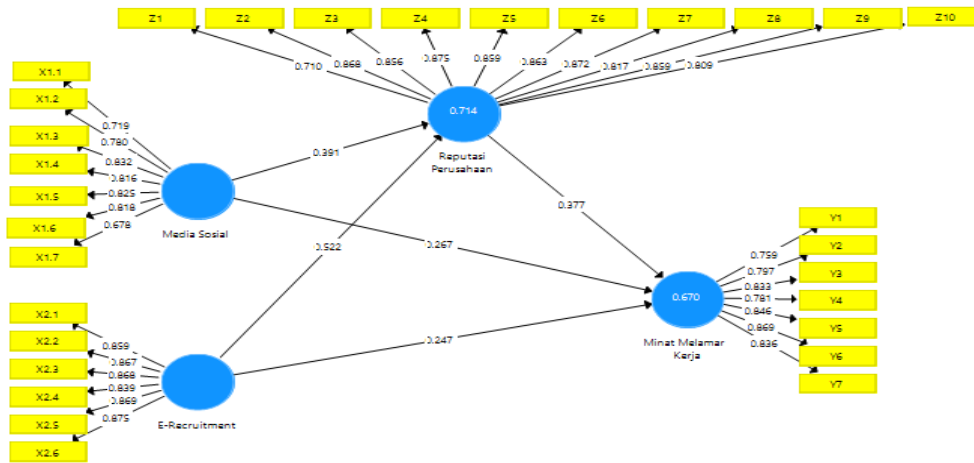
Data were collected through a questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), to determine respondents' perceptions of each variable. To analyze the data, this study adopted the Partial Least Squares Structural Equation Modeling (PLS-SEM) method using the SMART PLS software.

## **RESULTS AND DISCUSSION**

### **Outer Model**

The first step in applying the Partial Least Squares (PLS) method is to evaluate the measurement model (outer model). The purpose of this analysis is to assess the ability of indicators to represent the measured construct, both in terms

of validity and reliability.



**Figure 1.**  
**Outer Model**

Figure 1 shows the specifications of the relationships between variables and their indicators, including the loading factor values for each. The loading factor values describe the contribution of each indicator in measuring the research variables.

**Convergent Validity**

Convergent validity can be evaluated using outer loading or loading factor values. According to Ghozali (2019), an indicator is considered valid if it has a loading factor value > 0.5. The following are the loading factor values for each indicator used in this study.

**Table 1.**  
**Social Media Construct Loading Factor Value**

Variable	Item	Loading Factor	Description
<b>Social Media (X1)</b>	X1.1	0.719	Valid
	X1.2	0.780	Valid
	X1.3	0.832	Valid
	X1.4	0.816	Valid
	X1.5	0.825	Valid



X1.6	0.818	Valid
X1.7	0.678	Valid

Source: Data processing with SmartPLS, 2025

Table 1 presents the loading factor values for each indicator in the social media variable (X1). The analysis results show that the loading factor values of all indicators are above 0.50, which means that all indicators can be considered valid in assessing the construct in question. Overall, these findings indicate that all indicators in the social media construct have good validity so that they can be applied to further stages of analysis.

Table 2.

**Loading Factor Values for the E-Recruitment Construct**

Variable	Item	Loading Factor	Description
E-Recruitment (X2)	X2.1	0.859	Valid
	X2.2	0.867	Valid
	X2.3	0.868	Valid
	X2.4	0.839	Valid
	X2.5	0.869	Valid
	X2.6	0.875	Valid

Source: Data processing with SmartPLS, 2025

Table 2 presents the loading factor values for each indicator in the e-recruitment variable (X2). The analysis results show that all indicators have loading factor values above 0.80, indicating that all indicators have met the validity requirements in measuring the construct under study. Overall, these results confirm that all indicators in the e-recruitment construct have good validity and can be used in further analysis.

Table 3.

**Loading Factor Values for Job Application Interest Construct**

Variable	Item	Loading Factor	Description
	Y1	0.759	Valid



<b>Interest in Applying for a Job (Y)</b>	Y2	0.797	Valid
	Y3	0.833	Valid
	Y4	0.781	Valid
	Y5	0.846	Valid
	Y6	0.869	Valid
	Y7	0.836	Valid

Source: Data processing with SmartPLS, 2025

Table 3 shows that all indicators of the job application interest variable (Y) have loading factors above 0.70, indicating good validity. Indicator Y6 has the highest loading factor (0.869), while Y1 has the lowest (0.769), but both are still valid. Thus, all indicators are suitable for further analysis.

**Table 4.**

**Loading Factor Values for Company Reputation Constructs**

Variable	Item	Loading Factor	Description
<b>Company Reputation (Z)</b>	Z1	0.710	Valid
	Z2	0.868	Valid
	Z3	0.856	Valid
	Z4	0.875	Valid
	Z5	0.859	Valid
	Z6	0.863	Valid
	Z7	0.872	Valid
	Z8	0.817	Valid
	Z9	0.859	Valid
	Z10	0.809	Valid

Source: Data processing with SmartPLS, 2025

Table 4 shows that all indicators of corporate Reputation (Z) have a loading factor value above 0.70, making them valid for measuring the construct. Indicator Z4 has the highest value (0.875) and Z1 the lowest (0.710), but both still meet the criteria.

Overall, all indicators are valid and suitable for use in the analysis.



### Average Variance Extracted

According to Ghozali (2019), a construct is considered to meet the criteria for convergent validity if the AVE value obtained is greater than 0.50. The following are the results of the Average Variance Extracted (AVE) calculations for each variable in this study.

**Table 5.**  
**Average Variance Extracted Values for Each Construct**

Variable	AVE	Description
Social Media	0.613	Valid
E-Recruitment	0.744	Valid
Interest in Applying for a Job	0.669	Valid
Company Reputation	0.706	Valid

Source: Data processing with SmartPLS, 2025

Table 5 shows that all variables have AVE values above 0.50, indicating that they meet the criteria for convergent validity. The highest value is found in e-recruitment (0.744), while the lowest is in social media (0.613), but it is still valid. Thus, all constructs are suitable for use in further analysis.

### Discriminant Validity

A construct is said to meet discriminant validity if the square root of AVE is higher than the correlation of the construct with other constructs (Hair et al., 2017)

**Table 6.**  
**Discriminant Validity Values (Fornell-Larcker)**

Variable	E-Recruitment	Social Media	Interest in Applying for a Job	Company Reputation
E-Recruitment	0.863			
Social Media	0.707	0.783		
Interest in Applying for a Job	0.737	0.728	0.818	



<b>Company Reputation</b>	0.799	0.760	0.777	<b>0.840</b>
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Source: Data processing with SmartPLS, 2025

Table 6 shows the results of the discriminant validity test using Fornell-Larcker. All variables have AVE square root values higher than the inter-construct correlations, such as e-recruitment (0.863), social media (0.783), interest in applying for a job (0.818), and company reputation (0.840). This indicates that each construct is more strongly related to its indicators, thus fulfilling discriminant validity and making it suitable for further analysis.

**Reliability Test**

Reliability testing can be conducted using two methods, namely Cronbach's Alpha and Composite Reliability. As a guideline, Cronbach's Alpha or Composite Reliability values are considered to meet the standard if they are greater than 0.7.(Hair et al., 2017).

**Table 7.**  
**Composite Reliability and Cronbach’s Alpha Values**

<b>Variable</b>	<b>Composite Reliability</b>	<b>Cronbach’s Alpha</b>	<b>Description</b>
<b>Social Media (X1)</b>	0.917	0.894	Reliable
<b>E-Recruitment (X2)</b>	0.946	0.931	Reliable
<b>Interest in Applying for a Job (Y)</b>	0.934	0.917	Reliable
<b>Company Reputation (Z)</b>	0.960	0.953	Reliable

Source: Data processing with SmartPLS, 2025

Table 7 shows the reliability test results using composite reliability and Cronbach's alpha for each variable in this study. The composite reliability analysis results show social media (0.917), e-recruitment (0.946), interest in applying for a job (0.934), and company reputation (0.960). The results of the Cronbach's alpha analysis show social media (0.894), e-recruitment (0.931), interest in applying for a job (0.917), and company reputation (0.953). It can be



seen that all variables have composite reliability and Cronbach's alpha values above 0.7, which means that each construct meets the criteria for good reliability.

**Inner Model**

The evaluation of the inner model aims to see the extent to which independent variables can explain dependent variables and measure the strength of the relationship between constructs.

**Goodness of Fit (R<sup>2</sup>)**

The R-Square (R<sup>2</sup>) value describes the extent to which independent variables can explain the variation that occurs in the dependent variable. If the R-squared value is greater than 0.67, it is considered strong, 0.33 is considered moderate, and 0.19 is considered weak.

**Table 8.**  
**R-square values**

<b>Variable</b>	<b>R Square</b>	<b>R Square Adjusted</b>
<b>Company Reputation</b>	0.714	0.712
<b>Interest in Applying for a Job</b>	0.670	0.667

Source: Data processing with SmartPLS, 2025

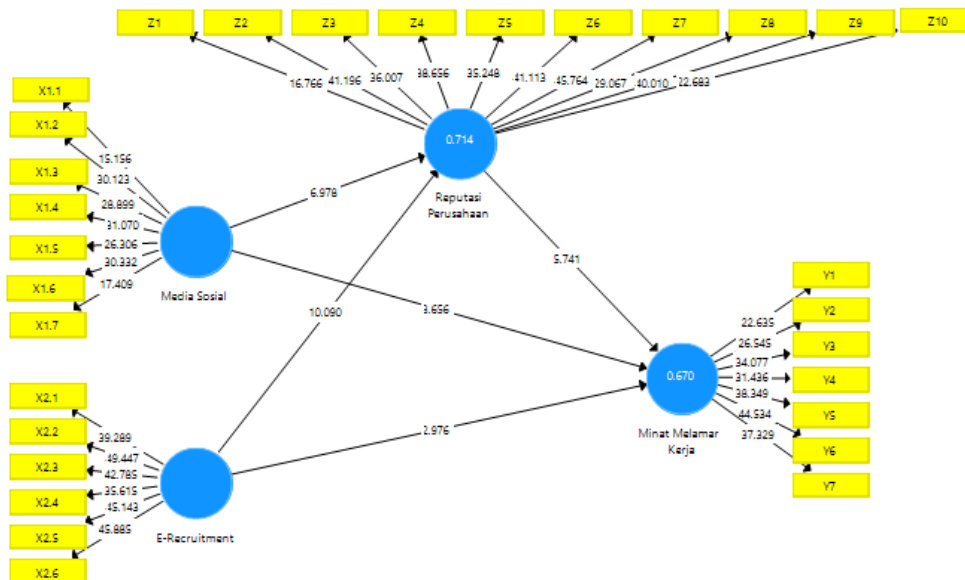
Based on Table 8, the R-squared value of company reputation is 0.714, meaning that social media and e-recruitment explain 71.4% of the variability, while 28.6% is influenced by other factors. The R-squared value for job application interest is 0.670, indicating that 67% of the variability is explained by social media, e-recruitment, and company reputation as a mediator. Since the R-squared value is > 0.67, both fall into the strong category.

In addition to testing using R-Square, testing can also be done using Q-Square. Q-Square serves to assess how well the structural model is able to predict data, based on the results of processing using SmartPLS 3.0. A model is said to

have predictive power if the Q-Square value is  $> 0$ . Conversely, a model is said to be unable to make predictions if  $Q\text{-Square} < 0$ .

Based on the calculation results, the predictive relevance value is 0.9056, or when rounded to 0.906, equivalent to 90.6%. This value indicates that the model developed in this study has a high level of validity, as it can explain 90.6% of the observed data variation. The remaining 9.4% reflects the variation influenced by variables outside the scope of the model in this study.

### Hypothesis Testing



**Figure 3.**  
**Inner Model**

Hypothesis testing through the bootstrapping method aims to analyze whether there is a significant influence between independent variables and dependent variables.



Bootstrapping Test

Table 9. Bootstrapping Test Results

Research Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Description
E-Recruitment -> Interest in Applying for a Job	0.247	0.253	0.083	2.976	0.003	Significant Positive
E-Recruitment -> Company Reputation	0.522	0.521	0.052	10.090	0.000	Significant Positive
Social Media -> Interest in Applying for a Job	0.267	0.267	0.073	3.656	0.000	Significant Positive
Social Media -> Company Reputation	0.391	0.391	0.056	6.978	0.000	Significant Positive
Company Reputation -> Interest in Applying for a Job	0.377	0.372	0.066	5.741	0.000	Significant Positive

Source: Data processing with SmartPLS, 2025

Table 9 shows the results of the path coefficient test in this study, indicating that all relationships between variables have a positive and significant influence. The first hypothesis test, the effect of e-recruitment on job application interest, has a coefficient value of 0.247, a t-statistic of 2.976, and a p-value of 0.003. The t-statistic value of 2.976 is greater than the t-table value of 1.96, and the p-value of 0.003 is less than 0.05. It can be concluded that e-recruitment has a positive and significant effect on job application interest. The second hypothesis test, the impact of e-recruitment on company reputation, has a coefficient value of 0.522, a t-statistic of 10.090, and a p-value of 0.000. The t-statistic value of 10.090 is



greater than the t-table value of 1.96, and the p-value of 0.000 is less than 0.05. E-recruitment has a significant effect on company reputation.

The third hypothesis test, the effect of social media on job application interest, has a coefficient value of 0.267, a t-statistic of 3.656, and a p-value of 0.000. The t-statistic value of 3.656 is greater than the t-table value of 1.96, and the p-value of 0.000 is less than 0.05. Social media has a positive and significant effect on job application interest. The fourth hypothesis test, the influence of social media on company reputation, has a coefficient value of 0.391, a t-statistic of 6.978, and a p-value of 0.000. The t-statistic value of 6.978 is greater than the t-table value of 1.96, and the p-value of 0.000 is less than 0.05. Social media has a significant effect on company reputation.

The fifth hypothesis test, the effect of company reputation on job application interest, has a coefficient value of 0.377, a t-statistic of 5.741, and a p-value of 0.000. The t-statistic value of 5.741 is greater than the t-table value of 1.96, and the p-value of 0.000 is less than 0.05. Company reputation has a significant effect on job application interest.

### **Indirect Effect Test**

The Indirect Effect test was conducted to analyze the indirect effect of independent variables on dependent variables through mediating variables. This test is important to understand whether the relationship between independent and dependent variables is strengthened or mediated by other variables.



Table 10. Results of the Indirect Effect Test

Research Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Description
E-Recruitment-> Company Reputation ->Interest in Applying for a Job	0.197	0.194	0.040	4.892	0.000	Significant Positive
Social Media -> Company Reputation -> Interest in Applying for a Job	0.147	0.146	0.034	4.352	0.000	Significant Positive

Source: Data processing with SmartPLS, 2025

Table 10 shows the results of the indirect effect test, which indicates that e-recruitment has an indirect effect on interest in applying for a job through company reputation, with an original sample value of 0.197 and a t-statistic of 4.892, indicating a p-value of 0.000.

The t-statistic value of 4.892 is greater than the t-table value of 1.96, and the p-value of 0.000 is less than 0.05. This indicates that the indirect influence is positive and significant. Furthermore, social media also has an indirect impact on job application interest through company reputation, with an original sample of 0.147, a t-statistic of 4.352, and a p-value of 0.000. The t-statistic value of 4.352 is greater than the t-table value of 1.96, and the p-value of 0.000 is less than 0.05. Therefore, this relationship is also positive and significant.

**Discussion**

The Influence of Social Media (X1) on Company Reputation (Z) Findings from the analysis indicate that the social media variable (X2) has a positive and significant influence on company reputation (Z). This statement is demonstrated by the results of data processing using SmartPLS, which yielded a t-statistic value of 6.978, greater than the t-table value of 1.96, and a p-value of 0.000, less than 0.05. Therefore, the hypothesis stating that social media influences company reputation can be accepted. This indicates that a company's activities on social media contribute to building a positive image of the company among the public, particularly among economics and business faculty students.

These results are supported by previous research conducted by Tambunan & Wahyuni (2024), which indicates that social media has a positive and significant influence on corporate Reputation. In research conducted by Haryani (2023), it was found that social media has a positive influence on corporate Reputation. (Darwinsyah, 2018) found that the overall use of social media has a positive influence on company reputation. This is influenced by the effectiveness of social media in conveying information, vision, mission, and as a promotional tool for the company. Through social media, companies can provide updates on various activities carried out, thereby contributing to the improvement of their company reputation based on the activities that have been implemented.

**The Effect of E-Recruitment (X2) on Company Reputation (Z)**

Based on data analysis, the e-recruitment variable (X2) has a positive and significant effect on company reputation (Z). This statement is demonstrated by the results of data processing using SmartPLS, which found a t-statistic value of 10.090 greater than the t-table value of 1.96 and a p-value of 0.000 less than 0.05.



Thus, the hypothesis stating that social media influences company reputation can be accepted. The findings of this study are supported by previous research conducted by Hayomi & Suharnomo (2024), which states that companies can improve e-recruitment by ensuring that the process is easier and more beneficial for applicants, thereby increasing their interest in applying for jobs. Indirectly, applicants can assess the company's Reputation through the company's e-recruitment system. Companies are advised to provide a recruitment system that can be monitored in real-time by applicants, thereby improving transparency and user experience. Ananda and Santosa (2024), this study states that the simpler and more practical the electronic recruitment process, the higher the interest in applying for jobs. The use of information technology in the e-recruitment process facilitates both companies and job seekers in their recruitment activities.

### **The Influence of Social Media (X1) on Interest in Applying for a Job (Y)**

Based on the results of the analysis, it was found that the social media variable (X1) has a positive and significant effect on job application interest (Y). This statement is demonstrated by the results of data processing using SmartPLS, which yielded a t-statistic value of 3.656, greater than the t-table value of 1.96, and a p-value of 0.000, less than 0.05. Therefore, the hypothesis stating that social media influences job application interest can be accepted. This means that the more active, easy, and attractive the use of social media in disseminating job vacancy information, the higher the job seekers' interest in applying. Conversely, if the use of social media is inactive, difficult, and unattractive, then the job seekers' interest in applying for a job is low.

This finding is supported by previous research conducted by Ananda & Santosa (2024), which concluded that social media has a positive and significant



influence on job application interest. Annisa et al (2022) also stated in their study that social media has a positive and significant influence on job application interest. Salamah et al (2023) mentioned that the results of the study showed that social media has a significant effect on interest in applying for jobs. Information shared by companies through social media related to job vacancies will increase a person's intention to apply for a job (Putri & Abdurrahman, 2023). If social media is attractive and easily accessible, the level of interest in applying for jobs will also increase. Therefore, the higher the level of interaction between companies and their use of social media, the higher the interest of potential job applicants in applying for jobs.

#### **The Effect of E-Recruitment (X2) on Interest in Applying for a Job (Y)**

From the data analysis, it was found that the e-recruitment variable (X2) had a positive and significant effect on interest in applying for a job (Y). This statement is demonstrated by the results of data processing using SmartPLS, which yielded a t-statistic value of 2.976, greater than the t-table value of 1.96, and a p-value of 0.003, less than 0.05. Therefore, the hypothesis stating that social media influences job application interest can be accepted. This indicates that the better the e-recruitment system is implemented, the higher the individual's interest in applying for a job.

These results are supported by previous research conducted by Hayomi & Suharnomo (2024), which indicated that e-recruitment plays a positive role in increasing interest in applying for jobs. Hardiansyah et al (2023) also revealed that e-recruitment has a positive and significant influence on growing interest in applying for jobs. E-recruitment has a positive impact on an individual's interest in applying for a job (Shalahuddin et al., 2022). With the implementation of e-



recruitment, interest in submitting job applications will increase. Therefore, the more effective the implementation of e-recruitment, the higher the interest of job seekers in applying.

### **Company Reputation (Z) mediates the influence of Social Media (X1) on Job Application Interest (Y)**

Data analysis reveals that the company reputation variable (Z) is able to mediate the influence of the social media variable (X1) on job application interest (Y). This statement is demonstrated by the results of data processing using SmartPLS, which found a t-statistic value of 4.352 greater than the t-table value of 1.96 and a p-value of 0.000 less than 0.05. Thus, the hypothesis stating that company reputation is able to mediate the influence of social media on job application interest can be accepted.

The findings of this study are supported by previous research conducted by Indra & Widodoatmodjo (2021), which states that the use of social media has a positive impact on company reputation. In another study by Haryani (2023), the results indicate that Reputation can mediate the use of social media on job application intention. Indra (2021) defines social media as a platform, service, and means that enables individuals to connect, express themselves, and share information with others through the internet. Social media is not only a communication tool in a business environment but also contributes strategically to the development of a company's Reputation and image in real time and on a larger scale.

Company reputation is often considered by job seekers, who use it to learn more about the state of the business (Kusdiyanto & Ishbah, 2024). This means that social media can increase job application interest by building a good company



reputation and increasing its visibility. Therefore, social media plays an important role in influencing the general public's perception of businesses, which in turn can affect a person's desire to apply for a job.

### **Company Reputation (Z) mediates the influence of E-Recruitment (X2) on Job Application Interest (Y)**

Based on the analysis conducted, it was found that the company reputation variable (Z) is able to mediate the influence of the e-recruitment variable (X2) on job application interest (Y). This statement is demonstrated by the results of data processing using SmartPLS, which found a t-statistic value of 4.892 greater than the t-table value of 1.96 and a p-value of 0.000 less than 0.05. Thus, the hypothesis stating that company reputation is able to mediate the influence of e-recruitment on job application interest can be accepted.

The results of this study are supported by previous research conducted by Ekhsan & Ernasari (2022), which states that company reputation can mediate e-recruitment on job application interest. — stated that e-recruitment is a system that provides complete information to job seekers about business organizations and available job vacancies, enabling candidates to apply on the company's website via the internet, thereby accelerating and simplifying the recruitment process. (Putri & Zaman, 2024) in their study stated that e-recruitment plays an important role in strengthening a company's attractiveness in attracting employees. This potential is increasing along with the younger generation, who are proficient in digital skills and accustomed to using internet technology. Enhancing a company's attractiveness and optimizing the e-recruitment website as a digital platform in line with the interests of prospective job applicants in the recruitment process will make it more effective. This can



build positive emotional relationships, enhance the company's Reputation, and have a maximum impact in encouraging prospective employees to join the company.

### **The Influence of Company Reputation (Z) on Interest in Applying for a Job (Y)**

Through the analysis conducted, it is known that the company reputation variable (Z) influences the social media variable (X1) on company reputation (Z). This statement is demonstrated by the results of data processing using SmartPLS, which found a t-statistic value of 5.741 greater than the t-table value of 1.96 and a p-value of 0.000 less than 0.05. Thus, the hypothesis stating that company reputation influences job application interest can be accepted.

The findings from this data analysis are reinforced by previous research conducted by Handi & Safitri (2023a), which indicates that there is a positive and significant influence of company reputation on job application interest. (Kholifah, 2021) Found that company reputation has a positive and important impact on a person's interest in applying for a job. (Wirohikmawan & Kustini, 2023) Mentioned in their research findings that company reputation has a positive and important impact on job application interest. (Latansa, 2020) Their research findings showed that job application interest is influenced by company reputation. This indicates that company reputation is an important factor in the decision-making process for applying for a job. The better the Reputation of a company, the higher the interest of potential applicants in applying for a job at that company.



## CONCLUSION

Based on the analysis results, social media and e-recruitment have a positive and significant influence on job application interest. Both are also proven to have a positive and considerable impact on company reputation. Furthermore, company reputation is able to mediate the effects of social media and e-recruitment on job application interest. This finding indicates that company reputation plays an important role in strengthening the impact of social media and e-recruitment on individuals' decisions to apply for jobs. Moreover, company reputation also has a direct positive and significant effect on job application interest.

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