

Company Attractiveness, Corporate Reputation, and Recruitment Websites as Determinants of Job Application Intentions (Case Study of Islamic Banking Study Program Students)

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ABSTRACT

Research Aims: The research aims to examine and analyze the influence of company attractiveness, company reputation and recruitment website on job application intentions in the sharia banking industry.

Methodology: The respondents were sharia banking students in Yogyakarta, with a sampling technique using purposive sampling with a total sample of 145 respondents. The analysis tool used is WarpPLS 7.0.

Research Findings: The results of the research show that company attractiveness has a positive and significant effect on intention to apply, company reputation and recruitment website do not have a significant effect on intention to apply for work and recruitment websites are proven to be able to moderate the influence of company attractiveness and company reputation on job application intentions.

Theoretical Contribution: The research findings identify the factors that serve as strengths, making them attractive to potential applicants based on the Theory of Reasoned Action.

Research limitation and implication: Islamic banks in Indonesia should pay closer attention to company attractiveness, particularly regarding the value that potential employees will gain. Similarly, regarding corporate reputation, Islamic banks must continue to maintain their well-established reputation among employees and the surrounding community.

Keywords: *Employer Attractiveness, Company Reputation, Recruitment Website, and Intention to Apply for Work*

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INTRODUCTION

The development of digital technology has brought significant changes to both personal life and business operations. Digital technology has become a fundamental necessity, compelling various industries, including banking, to adapt and respond swiftly to shifting consumer behaviors and the transition toward digital banking. The intense competition in the business world, particularly in today's era of globalization, drives companies to compete globally to secure their market share (Cahyo & Waskito, 2023). Additionally, companies must contend with organizations from different industrial sectors

(Kurniawan & Prameka, 2022). Consequently, this competitive landscape necessitates that companies possess adequate technology and superior human resources (HR).

Human resources play a crucial role in the transformation process of a company. They are an essential component of competitive advantage and represent a primary investment for organizations (Sivertzen et al., 2013). In the Islamic banking sector, HR must be capable of implementing Islamic values in operational services and daily life. As Islamic banks continue to grow, there is an increasing demand for highly competitive human resources. These institutions require personnel with operational management skills and knowledge of Sharia principles, as well as good morals and ethics (Hasna & Mulyanti, 2023). Such attributes are vital to ensure compliance with Sharia principles and regulations.

Currently, 90% of human resources in Islamic banking do not have educational backgrounds in Islamic economics or banking, leading to an imbalance in the HR composition within these institutions (OJK, 2023). Annually, approximately 800 Sharia-themed academic programs produce graduates, with an estimated 50 graduates per program, resulting in a potential pool of 40,000 candidates available for the financial and Islamic banking industries (Ulya, 2021). This creates a unique challenge for Islamic banks, especially amidst the accelerating trend of digital transformation. Recruiting high-quality talent that meets organizational needs is a challenging endeavor. Therefore, a company that can attract and retain superior talent gains a significant competitive advantage (Boxall, 1996).

Securing high-quality and outstanding talent becomes easier if prospective employees are already attracted to the company and have the intention to apply for a position. Several factors influence a person's intention to apply for a job, one of which is company attractiveness. According to Berthon et al. (2005), company attractiveness refers to the perceived benefits or advantages from the perspective of potential employees when considering working at a specific company. Commonly, factors such as competitive salaries, clear career paths, job security, and other elements attract applicants to join an organization (Kumari & Saini, 2018). Research by Annisa et al. (2022) indicates that company attractiveness has a positive and significant effect on job application intentions.

In addition to company attractiveness, corporate reputation is another key consideration for job seekers when selecting an employer. Typically, potential employees seek positions in organizations with superior reputations. Thus, the initial decision in job selection is often associated with a company's reputation (Silva & Dias, 2022). Recruitment websites also play an essential role in influencing prospective employees' interest in applying to a company (Arya et al., 2020). These websites often serve as the first source of information for potential applicants to learn about a company's activities.

Cappelli (2001) emphasizes that in today's fiercely competitive and open business environment, company attractiveness and reputation are crucial in attracting top talent. Supported by digital technology, online recruitment simplifies the process for both companies and job seekers to access important information, which can significantly influence job application intentions. Based on this background, this study aims to examine the influence of company attractiveness, corporate reputation, and recruitment websites on job application intentions within the Islamic banking industry.

RESEARCH METHOD

This study employs a quantitative research method, targeting a population of Islamic Banking students from three universities in Yogyakarta: UIN Sunan Kalijaga, Universitas Ahmad Dahlan, and Universitas Alma Ata. The sampling technique used is purposive sampling, with the criteria being students who have participated in internship programs or fieldwork at Islamic banking institutions. The sample size for this research consists of 145 respondents. Data collection was conducted through an online questionnaire distributed via Google Forms, utilizing a 1-4 Likert scale.

Data analysis was performed using WarpPLS 7.0 software, incorporating tests for the Outer Model (validity and reliability testing) and the Inner Model (R-Square, Q-Square, and F² tests), as well as hypothesis testing.

RESULTS AND DISCUSSIONS

The descriptive statistical analysis of respondents provides general information about the study, focusing on the characteristics of the respondents, including gender, age, and university of origin, as presented in Table 1.

Table 1. Respondent Characteristics

Characteristic	Explanation	Total	Percentage (%)
Gender	Male	61	42,1%
	Female	84	57,9%
Age	20-24	145	100%

Source: Primary Data, processed in 2024

Table 1 indicates that the majority of respondents participating in this study are female, comprising 57.9%, while males make up 42.1%. The 145 respondents in this study are predominantly within the age range of 20–24 years.

Table 2. Result of Convergent Validity Test

Item	Outer Loading	Parameter	Decision
DTP1	0.843	<i>Outer Loading</i> ≥ 0.70	Valid
DTP2	0.853		
DTP3	0.790		
DTP4	0.856		
DTP5	0.882		
DTP6	0.864		
DTP7	0.786		
DTP8	0.804		
DTP9	0.759		
DTP10	0.826		
REP1	0.794		
REP2	0.769		
REP3	0.824		
REP4	0.804		
REP5	0.805		

Item	Outer Loading	Parameter	Decision
REP6	0.703		
REP7	0.791		
REP8	0.807		
WREC1	0.818		
WREC2	0.860		
WREC3	0.861		
WREC4	0.863		
IM1	0.763		
IM2	0.710		
IM3	0.722		
IM4	0.770		
IM5	0.830		
IM6	0.814		
IM7	0.796		
IM8	0.801		
IM9	0.712		
IM10	0.832		
IM11	0.824		
IM12	0.828		

Source: Processed Data, WarpPLS 7.0

Table 2 shows that the outer loading values for each indicator of the variables—company attractiveness, corporate reputation, recruitment websites, and job application intention—are all greater than 0.70. This places them in the high category, indicating that all indicators are valid and that the research variables are measurable.

Table 3. Results of the Discriminant Validity Test

Variable	AVE	Parameter	Decision
Company Attractiveness	0.684	AVE > 0.50	Valid
Company Reputation	0.621		
Website Recruitment	0.724		
Job Applicant Intention	0.616		

Source: Processed Data, WarpPLS 7.0

Table 3 demonstrates that the results of the discriminant validity test, evaluated through the Average Variance Extracted (AVE) values, meet the required criteria. The square root of the AVE for each construct—company attractiveness, corporate reputation, recruitment websites, and job application intention—exceeds 0.50. This indicates that all constructs in the estimated model comply with the rule of thumb for discriminant validity.

Table 4. Results of the Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	Parameter	Decision
Company Attractiveness	0.948	0.956	0.70	Reliabel
Company Reputation	0.912	0.929	0.70	Reliabel
Website Recruitment	0.873	0.913	0.70	Reliabel
Job Applicant Intention	0.945	0.950	0.70	Reliabel

Source: Processed Data, WarpPLS 7.0

Table 4 shows that the values for composite reliability are above 0.70, meaning that all variables are suitable for analysis because they have internal consistency in measuring their latent variables. The Cronbach's alpha values also exceed 0.70, indicating that each variable is reliable or passes the test, making them suitable to be used as research variables.

Table 5. R-Square Value

Variable	R-Square	Adjusted R-Square
Job Applicant Intention	0.415	0.394

Source: Processed Data, WarpPLS 7.0

Table 5 shows that the adjusted R-square for the job application intention variable (dependent) is 0.394. This means that 39.4% of the intention to apply for jobs in Islamic banking can be explained by the variables of company attractiveness, corporate reputation, and recruitment websites, while the remaining 60.6% is explained by other variables or factors outside the scope of this study.

Table 6. Q-Square Value

Variable	Value
Job Applicant Intention	0.558

Source: Processed Data, WarpPLS 7.0

Table 6 shows that the Q-square value for this study is 0.558, indicating that the observation value is good because the Q-square is greater than 0. This suggests that the research model has a significant predictive value, with the model explaining 55.8% of the variance in the observed variables of the study.

Table 7. Effect Size Value

Variable	F ²
Company Attractiveness	0.560
Company Reputation	0.019
Website Recruitment	0.075

Source: Processed Data, WarpPLS 7.0

Table 7 shows that the F² value for the company attractiveness variable is 0.560, meaning that company attractiveness has a large effect from the exogenous variable on the endogenous variable. For the corporate reputation variable, the F² value is 0.019, indicating that corporate reputation has no effect or influence from the exogenous variable on the endogenous variable. The recruitment website variable has an F² value of 0.075, meaning

that the recruitment website has a moderate effect from the exogenous variable on the endogenous variable.

Hypothesis Testing

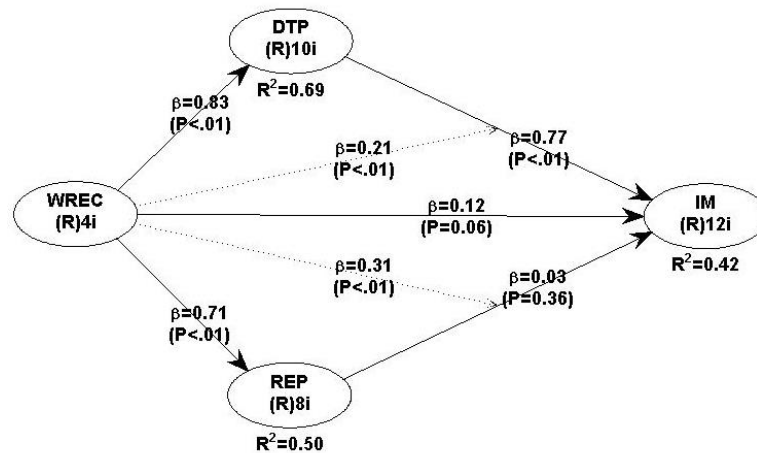


Figure 1. Results of the Hypothesis Testing Model

Table 8. Results of the Hypothesis Testing

Hypothesis	Path Coefficient	P-Values	Decision
H1: Company Attractiveness → Job Applicant Intention	0.771	<0.001	Supported
H2: Company Reputation → Job Applicant Intention	0.030	0.360	Rejected
H3: <i>Website Recruitment</i> → Job Applicant Intention	0.125	0.062	Rejected
H4: <i>Website Recruitment</i> → Company Attractiveness	0.830	<0.001	Supported
H5: <i>Website Recruitment</i> → Company Reputation	0.709	<0.001	Supported
H6: <i>Website Recruitment</i> * Company Attractiveness → Job Applicant Intention	0.212	0.004	Supported
H7: <i>Website Recruitment</i> * Company Reputation → Job Applicant Intention	0.308	<0.001	Supported

From Table 8, it is evident that the variable of company attractiveness significantly influences job application intentions (H1 accepted). This indicates that the attractiveness of Islamic banking institutions is sufficiently effective in fostering the intention of Islamic banking students to apply for jobs in the Islamic banking industry. This finding aligns with research by Ruslim et al. (2021), which also established that company attractiveness has a significant influence on job application intentions. Company attractiveness serves as one of the psychological factors that shape the desire to work at a specific organization (Vasantha et al., 2017). The more attractive a company appears to potential employees, the greater their intention to join.

Conversely, corporate reputation does not significantly influence job application intentions in the Islamic banking industry (H2 rejected). This suggests that corporate

reputation does not directly affect the job application intentions of students in the Islamic banking sector. This may occur because students consider other factors beyond reputation, such as salary offerings, even if the company lacks a strong track record (Sukresno & Fadli, 2022). This finding is consistent with Sukresno & Fadli's (2022) study, which concluded that corporate reputation does not significantly impact job application intentions.

Similarly, recruitment websites do not significantly influence job application intentions in the Islamic banking industry (H3 rejected). This indicates that recruitment websites do not make a substantial contribution to influencing Islamic banking students' decisions to apply for jobs. This may be attributed to the ease of accessing job opportunities and the abundance of recruitment information available, leading candidates to quickly shift their attention to other more attractive recruitment websites. Collins & Stevens (2002) recommend that companies consistently strategize their recruitment processes to achieve optimal results.

However, recruitment websites have a direct positive and significant impact on corporate reputation and company attractiveness (H4 and H5 accepted). Effective utilization of recruitment websites can enhance a company's attractiveness. These websites serve as the initial point of contact for potential applicants, creating first impressions that shape their perceptions of the company. Hardiansyah et al. (2023) also emphasize that recruitment websites play a key role in improving a company's reputation. They act as an important tool for presenting a positive image to prospective applicants.

As a moderating variable, recruitment websites strengthen the relationship between company attractiveness and corporate reputation in relation to job application intentions in the Islamic banking industry (H6 and H7 accepted). Recruitment websites used by Islamic banks provide vital information aligned with the expectations of potential applicants, thereby increasing their willingness to apply. The more effectively recruitment websites are utilized, the stronger the influence of company attractiveness on job application intentions in the Islamic banking sector.

Furthermore, recruitment websites are widely employed by companies to introduce their brand or products to a broader audience, thereby enhancing their reputation. The findings suggest that Islamic banking students use recruitment websites to compare various Islamic banks based on the information available, which ultimately strengthens their intention to apply for jobs in the Islamic banking industry.

CONCLUSION AND RECOMMENDATION

Based on the research findings, it can be concluded that there is a positive and significant effect of company attractiveness on the job application intentions of Islamic banking students in the Islamic banking industry, while corporate reputation and recruitment websites do not have a direct effect on job application intentions. Additionally, recruitment websites influence both company attractiveness and corporate reputation, and as a moderating variable, recruitment websites strengthen the relationship between company attractiveness and corporate reputation with the job application intentions of Islamic banking students in the Islamic banking industry.

This study also provides practical contributions to the Islamic banking industry. Islamic banks in Indonesia should pay closer attention to company attractiveness, particularly regarding the value that potential employees will gain. Similarly, regarding

corporate reputation, Islamic banks must continue to maintain their well-established reputation among employees and the surrounding community. Lastly, Islamic banks in Indonesia should also focus on improving the quality of their recruitment websites to make the recruitment process more effective and efficient, thus attracting and facilitating potential applicants in their job search.

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