

PENGARUH AKTIVITAS REKRUTMEN DI MEDIA SOSIAL DAN EMPLOYER BRANDING TERHADAP KUALITAS CALON KARYAWAN

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh aktivitas rekrutmen di media sosial dan employer branding terhadap kualitas calon karyawan. Perkembangan digitalisasi telah mendorong perusahaan untuk memanfaatkan media sosial sebagai sarana rekrutmen modern yang lebih cepat, luas, dan interaktif. Selain itu, employer branding menjadi faktor penting dalam membangun citra perusahaan sebagai tempat kerja yang menarik bagi kandidat potensial. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah pencari kerja yang aktif menggunakan media sosial dalam mencari informasi lowongan pekerjaan. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada 183 responden. Analisis data menggunakan uji validitas, reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji t, uji F, dan koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa aktivitas rekrutmen di media sosial berpengaruh positif dan signifikan terhadap kualitas calon karyawan. Employer branding juga terbukti berpengaruh positif dan signifikan terhadap kualitas calon karyawan. Secara simultan, aktivitas rekrutmen di media sosial dan employer branding memiliki pengaruh yang signifikan terhadap kualitas calon karyawan. Temuan ini menunjukkan bahwa perusahaan perlu mengoptimalkan penggunaan media sosial dan memperkuat employer branding untuk menarik kandidat yang kompeten, memiliki motivasi tinggi, serta sesuai dengan budaya organisasi. Penelitian ini diharapkan dapat memberikan kontribusi teoritis dalam pengembangan ilmu manajemen sumber daya manusia serta menjadi referensi praktis bagi perusahaan dalam merancang strategi rekrutmen digital yang efektif.

Kata Kunci : Media Sosial, Employer Branding, Rekrutmen Digital, Kualitas Calon Karyawan, E-Recruitment

The Effect of Recruitment Activities on Social Media and Employer Branding on the Quality of Job Candidates

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ABSTRACT

This study aims to analyze the influence of social media recruitment activities and employer branding on the quality of job candidates. The rapid development of digitalization has encouraged companies to utilize social media as a modern recruitment tool that is faster, broader, and more interactive. In addition, employer branding plays an important role in shaping a company's image as an attractive workplace for potential candidates. This research employed a quantitative approach using a survey method. The population of this study consisted of job seekers who actively use social media to search for job vacancy information. Data were collected through questionnaires distributed to 183 respondents. The data analysis techniques included validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, t-test, F-test, and coefficient of determination (R^2). The results indicate that social media recruitment activities have a positive and significant effect on the quality of job candidates. Employer branding also has a positive and significant influence on candidate quality. Simultaneously, social media recruitment activities and employer branding significantly affect the quality of job candidates. These findings suggest that companies should optimize the use of social media and strengthen employer branding strategies to attract competent candidates with strong motivation and alignment with organizational culture. This study is expected to contribute theoretically to the development of human resource management studies and practically serve as a reference for companies in designing effective digital recruitment strategies.

Keywords: Social Media, Employer Branding, Digital Recruitment, Quality Of Job Candidates, E-Recruitment