

Analisis employer attractiveness PT Pertamina (Persero) = Analysis of employer attractiveness at PT Pertamina (Persero)

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Abstrak

[ABSTRAK

Penelitian ini bertujuan untuk menganalisis employer attractiveness yang dimiliki oleh PT. Pertamina (Persero). Employer attractiveness diukur menggunakan employer attractiveness (EmpAt) Scale yang didalamnya terdiri dari dimensi interest value, dimensi social value, dimensi economic value, dimensi development value, dan dimensi application value. Penelitian ini menggunakan metode kuantitatif dan teknik pengambilan sampel purposive. Pada penelitian ini sample yang diambil sebanyak 100 responden mahasiswa tingkat akhir. Data penelitian ini dianalisis secara deskriptif. Hasil penelitian ini membuktikan bahwa employer attractiveness yang dimiliki oleh PT. Pertamina (Persero) tergolong tinggi.

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<i>ABSTRACT

, The purpose of this study is to analyze the employer attractiveness of PT. Pertamina (Persero). Employer attractiveness is measured by using the employer attractiveness (EmpAt) Scale, which involves a series of dimensions of interest value dimension, social value dimension, economic value dimension, development value dimension and application value dimension. This study uses quantitative methods and purposive sampling techniques. The sample of this study were using 100 students who taken their final year as respondents. The data were analyzed descriptively. The results of this study prove that the employer attractiveness of PT. Pertamina (Persero) classified as high.]