

Pengaruh public service motivation, person-environment fit, dan recruitment message terhadap intention to apply di sektor publik pada generasi milenial = Public service motivation, person-environment fit, and recruitment message influence on intention to apply in public sector for millennials generation

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20506155&lokasi=lokal>

Abstrak

Penelitian ini akan menguji bagaimana public service motivation dapat mempengaruhi intention to apply seseorang dengan person-environment fit sebagai mediasi dan recruitment messages sebagai moderasi. Penelitian ini akan dilakukan pada individu ataupun mahasiswa yang saat ini sedang mencari pekerjaan atau berniat akan mencari kerja dalam waktu 6 (enam) bulan terakhir. Responden akan mengisi kuesioner untuk menilai unsur-unsur public service motivation, person-environment fit, recruitment messages, dan intention to apply. Data akan diolah menggunakan metode SEM (structural equation modelling) untuk menunjukkan pengaruh antara variabel. Peneliti akan menguji apakah public service motivation mempengaruhi person-environment fit, apakah public service motivation dan person-environment fit dapat mempengaruhi intention to apply, bagaimana person-environment fit memediasi pengaruh public service motivation terhadap intention to apply, dan apakah recruitment messages memoderasi hubungan antara public service motivation dengan intention to apply di sektor publik pada generasi milenial.

.....This study aimed to examine the influence of public service motivation on intention to apply candidate with person-environment fit as a mediating variable and recruitment messages as moderating variable. The research object include participation from final year students or anyone who currently looking for job or planning to do so in six month or less. Respondents fill self-administer questionnaire and value the variables question item of public service motivation, person-environment fit, recruitment messages, dan intention to apply. Collected data then analysed using structural equation modelling to show if there is a positive and significant effect of public service motivation influences on person-environment fit, effect on public service motivation and person-environment fit on intention to apply, how person-environment fit mediate the effect on influences of public service motivation to intention to apply, and the how recruitment messages moderate the effect on influences of public service motivation to intention to apply millennials generation to public sector organization.