

Analisis pengaruh corporate social responsibility (CSR) terhadap job pursuit intention pada generasi Z (Studi pada sektor otomotif dan komponen) = Analysis of the influence of corporate social responsibility (CSR) on job pursuit intention in generation Z (Study on automotive and component)

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Abstrak

.....Generational paradigm shifts, technological developments, and global competition have led to competition between companies for talented employees. For this reason, it is important for companies to understand the factors that can increase the interest in pursuing work from workers. Therefore, this study aims to examine the effect of Corporate Social Responsibility (CSR) on job pursuit intentions of Generation Z. This study uses a quantitative approach with the type of explanatory research. Data was collected by distributing questionnaires to final year students and fresh graduates using non-probability sampling techniques in the form of purposive sampling and snowball sampling with a total of 360 respondents collected. Data analysis was done by descriptive analysis, simple regression analysis and multiple regression analysis using SPSS. The results show that there is an influence between Corporate Social Responsibility (CSR) on job pursuit intention among Generation Z in the automotive and component sectors. The results also show that workplace economic responsibility is the strongest factor influencing job pursuit intention from the five dimensions of Corporate Social Responsibility (CSR).

.....Perubahan paradigma generasi, perkembangan teknologi, dan persaingan secara global, menyebabkan terjadinya persaingan antar perusahaan untuk mendapatkan karyawan bertalenta. Untuk itu, penting bagi perusahaan untuk memahami faktor-faktor yang dapat meningkatkan minat mengejar pekerjaan dari para pekerja. Oleh karena itu, penelitian ini bertujuan untuk menguji pengaruh Corporate Social Responsibility (CSR) terhadap niat mengejar pekerjaan (job pursuit intention) pada Generasi Z. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif. Pengumpulan data dengan menyebarkan kuesioner kepada 360 mahasiswa tingkat akhir dan fresh graduate dengan teknik purposive sampling dan snowball sampling. Analisis data dengan analisis deskriptif, analisis regresi sederhana, dan analisis regresi berganda menggunakan SPSS. Hasil penelitian menunjukkan bahwa terdapat pengaruh antara Corporate Social Responsibility (CSR) terhadap job pursuit intention di kalangan Generasi Z pada sektor otomotif dan komponen. Hasil juga menunjukkan workplace economic responsibility menjadi faktor terkuat yang mempengaruhi job pursuit intention dari kelima dimensi Corporate Social Responsibility (CSR).