

# Analisis Studi Komparatif Employer Attractiveness pada Tech Startup, BUMN, dan Instansi Pemerintahan Pusat di Indonesia Pasca Pandemi (Studi pada Mahasiswa Universitas Indonesia dan Universitas Bina Nusantara) = Comparative Study Analysis of Employer Attractiveness at Tech Startups, SOEs, and Central Government Agencies in Indonesia Post Pandemic (Study on Students of University of Indonesia and Bina Nusantara University)

Yasmin Naila Rachmat, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920538739&lokasi=lokal>

---

## Abstrak

Employer attractiveness berarti daya tarik tempat pemberi kerja yang mana menjadi salah satu kekuatan agar tempat kerja tersebut dapat bersaing di tengah talent war utamanya di era pasca pandemi. Penelitian ini membahas mengenai analisis studi komparatif dari employer attractiveness dari tech startup, Badan Usaha Milik Negara (BUMN), dan instansi pemerintah pusat sebagai tiga jenis perusahaan yang telah mengalami transformasi hingga kini di era pasca pandemi. Pendekatan yang digunakan dalam penelitian ini adalah penelitian kuantitatif dengan pengambilan data menggunakan kuesioner. Pengambilan sampel menggunakan metode quota sampling atas dua kelompok sampel yang terkumpul 136 responden mahasiswa Universitas Indonesia dan 131 responden mahasiswa Universitas Bina Nusantara. Analisis data dalam penelitian ini meliputi analisis statistik deskriptif, uji Kruskal-Wallis, dan uji Mann-Whitney. Data penelitian diolah menggunakan menggunakan software IBM SPSS Statistics 22. Hasil dari penelitian ini menunjukkan bahwa terdapat perbedaan tingkat employer attractiveness atas ketiga objek penelitian dengan yang tertinggi hingga terendah adalah tech startup, BUMN, dan instansi pemerintahan pusat. Hasil perbandingan menunjukkan bahwa terdapat perbedaan tingkat employer attractiveness pada ketiga objek penelitian. Selain itu, perbandingan employer attractiveness tiap objek penelitian pada dua kelompok responden menunjukkan bahwa terdapat perbedaan yang tidak signifikan pada employer attractiveness tech startup dan terdapat perbedaan signifikan pada employer attractiveness BUMN dan employer attractiveness instansi pemerintahan pusat.

.....Employer attractiveness means the attractiveness of the place of employment which is one of the strengths so that the workplace can compete in the midst of talent wars, especially in the post-pandemic era. This research discusses a comparative study analysis of the employer attractiveness of tech startups, State-Owned Enterprises (BUMN), and central government agencies as three types of companies that have undergone transformation until now in the post-pandemic era. The approach used in this research is quantitative research with data collection using a questionnaire. Sampling using the quota sampling method for two sample groups collected 136 respondents of University of Indonesia students and 131 respondents of Bina Nusantara University students. Data analysis in this study includes descriptive statistical analysis, Kruskal-Wallis test, and Mann-Whitney test. The results of this study indicate that there are differences in the level of employer attractiveness of the three research objects with the highest to the lowest being tech startups, BUMN, and central government agencies. The research data was processed using IBM SPSS Statistics 22 software. The comparison results show that there are differences in the level of employer attractiveness in the three research objects. In addition, the comparison of employer attractiveness of each

research object in two groups of respondents shows that there is an insignificant difference in the employer attractiveness of tech startups and there is a significant difference in the employer attractiveness of SOEs and the employer attractiveness of central government agencies.