Research Article

The Impact of Compensation, Reputation, and E-Recruitment on Students' Job Application Interest in State-Owned Enterprises

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Abstract . This study aims to analyze the effect of Compensation, Reputation, and *E-recruitment* on Job Application Interest in State-Owned Enterprises among Undergraduate Management Study Program students of Class of 2020 and 2021, University of Riau. The population in this study were students who had participated in an internship program in a State-Owned Enterprise, totaling 180 students. The number of samples in this study was carried out using the *proportionate stratifield random sampling technique* , which is a sampling technique that has members or elements that are not homogeneous and stratified proportionally, so that the number of samples in this study was 124 students. The results of the study with hypothesis testing showed that Compensation, Reputation, and *E-recruitment* simultaneously had a positive and significant effect on Job Application Interest, Compensation had a positive and significant effect on Job Application Interest, Reputation had a positive and significant effect on Job Application Interest and E *-recruitment* had a positive and significant effect on Job Application Interest.

Keywords : Compensation; *E-recruitment;* Interest in Applying for Jobs; Reputation; State-Owned Enterprises

1. Background

In the era of globalization, competition in the job market is increasingly fierce, especially for college graduates. State-Owned Enterprises (SOEs) have become a primary destination for job seekers, offering career stability, competitive compensation, and a strong reputation. SOEs are business entities whose capital is wholly or primarily owned by the state through direct investment from state assets (Law of the Republic of Indonesia No. 19 of 2003). Their role is crucial in the national economy, not only as economic drivers but also as significant job providers.

Interest in applying for jobs at state-owned enterprises (BUMN) has continued to increase in recent years. Data from joint BUMN selection shows an increase in the number of applicants both nationally and in Pekanbaru City, as shown in Tables 1 and 2 below:

Table 1. Number of Participants in the 2022-2024 Joint State-Owned Enterprise Selection.

No	Year	Amount Participant	Amount average per year	Amount increase per year	Amount Percentage Per year
1.	2022	1,201,536 person	1,201,535	158,307	15.17%
2.	2023	2,009,982 person	2,009,981	808,446	67.28%
3.	2024	2,401,092 person	2,401,091	391,110	19.46%

Source: www.databoks.katadata.co.id.

Table 1 shows that the Joint Selection of State-Owned Enterprises (SOEs) is one of the recruitment pathways with a high number of applicants, as reflected in the increase in participants over the past three years. This phenomenon is driven by the high preference of graduates for employment in state-owned enterprises (SOEs), which enjoy a reputation comparable to that of the State Civil Apparatus (ASN). In addition to offering good career prospects, SOEs also provide competitive remuneration and

benefits, as well as job stability, thus providing a sense of security and long-term career certainty for applicants. The increasing trend in the number of applicants is not only visible at the national level but also in Pekanbaru City. Data on SOE joint recruitment participants in Pekanbaru over the past three years is presented as follows:

Table 2. Number of Participants in the Joint Selection of State-Owned Enterprises in Pekanbaru City for 2022-2024.

No	Year	Amount Participant	Amount average per year	Amount increase per year	Percentage Per year
1.	2022	2,338 person	2,337	308	15.17%
2.	2023	3,910 person	3,909	1,572	67.24%
3.	2024	4,671 person	4,670	761	19.46%

Source: Ministry of State-Owned Enterprises of the Republic of Indonesia .

Table 2 shows that the number of SOE selection participants in Pekanbaru City has increased annually, indicating high applicant interest in working for state-owned enterprises. This interest is influenced by competitive offers from SOEs, ranging from job stability and attractive benefit packages to long-term career prospects and professional development facilities, making SOEs perceived as safe and promising workplaces. This finding aligns with the results of a pre-survey of undergraduate students in the Management Study Program, Faculty of Economics and Business, University of Riau (classes of 2020 and 2021), which indicated significant interest in job opportunities in the SOE sector.

A preliminary survey of undergraduate students in Management at the University of Riau, graduating in 2020 and 2021, showed that 36% of respondents chose state-owned enterprises (SOEs) as their career path after graduation. The pre-survey revealed that 80% of students were interested in applying to SOEs due to the compensation offered, while 96% were attracted by the company's reputation. Furthermore, 100% of respondents agreed that e-recruitment simplifies and expedites the recruitment process. Compensation is considered important not only as a financial reward but also as a reward for qualifications and efforts during education (Renata, Pramadewi, & Junaidi, 2024). Adequate compensation can meet basic needs, provide financial stability, and serve as an indicator of potential well-being and career advancement. A company's reputation is a key consideration, defined as stakeholders' perceptions of the company's performance (Permadi & Netra, 2015). SOEs have a good reputation built through stable financial performance, transparent governance, social responsibility, and awards. In addition, the ease of access to information through e-recruitment also influences applicant interest, as this system allows access to job vacancies anytime and anywhere, in accordance with the needs of students entering the job market for the first time (Kaur & Shukla, 2022).

Based on the description above, the author is interested in conducting research and writing which is presented in the form of a thesis entitled "The Effect of Compensation, Reputation, and *E-recruitment* on the Interest in Applying for Jobs at BUMN among Undergraduate Management Study Program Students of the 2020 and 2021 Class of the Faculty of Economics and Business, University of Riau".

2. Theoretical Study
Interest in Applying for a Job
Fatimah *et al.* (2021) suggest that job application interest is an internal drive arising from an individual's interest in a job and manifested in the decision to obtain it. Furthermore, job seekers tend to be motivated to utilize all relevant information when evaluating a company.
Compensation
According to Shalahuddin *et al.* (2022), compensation is defined as the policies and practices adopted by a company to attract and retain employees or potential employees, while also serving as a form of reciprocity for employee contributions.
Reputation
Purba *et al.* (2023) defines reputation as a collective assessment of the extent to which a company is valued and respected, and is generally understood as the public's perception of the organization. Thus, reputation serves as a key factor in building trust and

maintaining long-term relationships with stakeholders, including customers, employees, and investors.

E-recruitment

According to Rahmawati and Ratnasari (2021), e-recruitment is defined as the publication of job vacancies online and as a method to identify and attract potential employee candidates by utilizing the internet as a recruitment tool.

3. Research Methods

This research was conducted at the Faculty of Economics and Business, Riau University, Bina Widya Campus, Km. 12.5 Simpang Baru, Pekanbaru, Riau Province. The study population consisted of 180 students of the Management Department, Faculty of Economics and Business, Riau University (classes of 2020 and 2021) who had completed internships at state-owned enterprises. The sample size was determined using the Slovin formula, resulting in 124 students being selected as the research sample. The sampling technique used was *proportionate stratified random sampling* .

The data collection techniques used in this study were questionnaires, observation, and literature studies. Data obtained from the questionnaire instrument were analyzed using statistical techniques. The initial stage of the analysis included testing the validity and reliability of the instrument. Furthermore, before conducting multiple regression tests, classical assumptions of the regression model were first tested. The three assumptions tested were (1) data normality, (2) heteroscedasticity, and (3) multicollinearity. This classical assumption testing procedure was carried out simultaneously in the same statistical software platform as the regression analysis process. This study was conducted to examine the influence of Compensation $(X1_)$, Reputation (X_2) and *E-recruitment* (X_3) on Job Application Interest (Y). The hypothesis of the causal relationship between variables is tested by applying a multiple linear regression model, the equation of which is formulated as follows:

$$Y = \alpha + b1X1 + b2X2 + b3X3 + e$$

Hypothesis Testing
1. F Test (Simultaneous)
2. t-Test (Partial)
3. Coefficient of Determination (R^2) Test

4. Results And Discussion

Respondent Classification

The distribution of respondents by gender showed a female predominance of 96 (77.42%) compared to 28 (22.58%) males. This reflects a tendency for female students to be more active in academic participation and more responsive to topics of career planning and professional development.

Based on internship locations, PTPN was the most popular choice, with 29 students (23.39%), followed by PT BRI and PT BTN, each with 20 students (16.13%). This dominant choice for PTPN is believed to be due to the ease of the recruitment process, the adequate internship quota, the attractiveness of being a state-owned enterprise, and the financial incentives offered, making it a favorite internship destination for students.

In terms of cohorts, the majority of respondents were from the class of 2021 (79 students) (63.71%), while 45 were from the class of 2020 (36.29%). The dominance of the class of 2021 is likely related to their position as they are in the final stages of their studies and actively preparing for their transition to the workforce, thus showing high interest in the career opportunities survey. Conversely, participation from the class of 2020 was lower because many had already entered the workforce and were focused on early career development.

Finally, based on academic status, the majority of respondents were active students (88 people) (70.97%), while 36 respondents (29.03%) had graduated. This dominance of active students was driven by a strong motivation to learn about the recruitment process and career prospects, while participation among graduates who were already employed was lower due to their waning interest in recruitment topics .

Data Quality Test Results
Validity Test

Table 1. Validity Test Results.

Variables	Statement	r count	r table	Information
Interest in Applying for a Job (Y)	Y1.1	0.869	0.1764	Valid
	Y1.2	0.812	0.1764	Valid
	Y1.3	0.887	0.1764	Valid
	Y1.4	0.796	0.1764	Valid
Compensation (X_1)	X1.1	0.863	0.1764	Valid
	X1.2	0.864	0.1764	Valid
	X1.3	0.806	0.1764	Valid
Reputation (X_2)	X2.1	0.618	0.1764	Valid
	X2.2	0.836	0.1764	Valid
	X2.3	0.795	0.1764	Valid
E-recruitment (X_3)	X3.1	0.919	0.1764	Valid
	X3.2	0.820	0.1764	Valid
	X3.3	0.925	0.1764	Valid

Source: Processed Data, 2025.

Based on the validity test results, all items in the questionnaire were declared valid for each measured variable. This is indicated by the calculated r-value being greater than the table r-value at the specified significance level. Therefore, it can be concluded that this research instrument meets construct validity and is suitable for use as a measurement tool for collecting data in research.

Reliability Test

Table 2. Reliability Test Results.

Variables	Cronbach's Alpha	Characteristic Values	Information
Interest Apply for job	0.863	0.60	Reliable
Compensation	0.796	0.60	Reliable
Reputation	0.614	0.60	Reliable
E- recruitment	0.867	0.60	Reliable

Source: Processed Data, 2025.

Based on the analysis results presented in Table 2, all research variables demonstrated reliability coefficients exceeding the criterion value of 0.60. This indicates that the research instrument has adequate internal consistency and is considered reliable. This high level of reliability minimizes measurement error, ensuring methodologically sound research results.

Classical Assumption Test Results
Normality Test

Table 3. Normality Test Results.

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized d Residual
N		124
Normal Parameters [a, b]	Mean	.0000000
	Standard Deviation	2.42999155
Most Extreme Differences	Absolute	.071
	Positive	.050
	Negative	-.071
Test Statistics		.071
Asymp. Sig. (2- tailed)		.200 [c,d]

Source: Processed Data, 2025.

Based on the results of the Kolmogorov-Smirnov normality test presented in Table 9, the Asymp. Sig. value was obtained at 0.200. This value exceeds the 0.05 significance level, indicating that the residuals of the regression model are normally distributed. Fulfillment of this normality assumption indicates the feasibility of the regression model for further analysis.
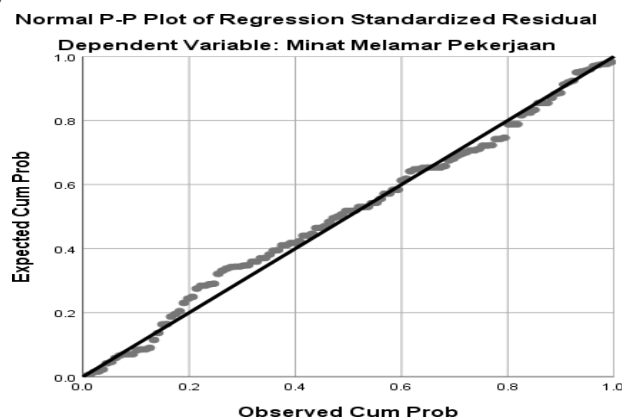

Figure 1. Normal PP Plot.
Source: Processed Data, 2025.

Based on Figure 2, *normal The probability plot* shows a distribution pattern of data points that consistently and evenly follow the diagonal line. This indicates that the residuals are normally distributed. Therefore, both statistically and visually, it can be concluded that the regression model in this study meets the assumption of normality, making the analysis results statistically reliable. Fulfilling this assumption of normality ensures that the parameter estimates and hypothesis testing performed meet the basic assumptions of parametric statistics. Therefore, all statistical inferences generated from this regression model are methodologically sound.

Multicollinearity Test

Table 4. Multicollinearity Test Results

	Coefficients [a]		
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Compensation	,630	1,588
	Reputation	,647	1,546
	E-Recruitment	,535	1,869
a. Dependent Variable: Interest in Applying for a Job			

Source: Processed Data, 2025.

Based on the analysis results in Table 4, it can be explained that all independent variables, namely compensation, reputation, and *e-recruitment , show tolerance* values above 0.10 (0.630; 0.647; and 0.535, respectively) and *Variance Inflation Factor* (VIF) values below 10 (1.588; 1.546; and 1.869, respectively). These results confirm the absence of indications of multicollinearity in the regression model. By fulfilling this assumption, the influence of each independent variable on the dependent variable can be estimated accurately, thus maintaining the validity of the interpretation of the results of the regression analysis.

Heteroscedasticity Test

Table 5. Glejser Test Results.

	Coefficients [a]		
Model		t	Sig.
1	(Constant)	1,576	.118
	Compensation	.458	.648
	Reputation	-.018	.985
	E-Recruitment	.475	.635
a. Dependent Variable: ABS_RES			

Source: Processed Data, 2025.

Based on Table 5, the Glejser test results, as seen in the *Coefficients column* , indicate that the significance value for each independent variable is greater than 0.05. The significance value for each variable, namely compensation (0.648), reputation (0.985), and *e-recruitment* (0.635), indicates the absence of heteroscedasticity symptoms in the regression model. Thus, it can be concluded that the model meets the assumption of homoscedasticity, which guarantees the validity of the regression analysis results.

Hypothesis Test Results

F Test (Simultaneous)

Table 6. F-Test Results (Simultaneous)

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression on	621,339	3	207,113	34,220	.000 [b]
	Residual	726,298	120	6,052		
	Total	1347.637	123			

a. Dependent Variable: Interest Apply Work
b. Predictors: (Constant), E-recruitment, Reputation, Compensation

Source: Processed Data, 2025.

Based on Table 6, the F-test results show that the calculated F-value of 34.220 exceeds the F-table value of 2.68 with a significance level of 0.000 (Sig. < 0.05). These results indicate that the independent variables, namely compensation, company reputation, and *e-recruitment* simultaneously have a significant effect on the dependent variable (interest in applying for a job). Thus, it can be concluded that the regression model used has met the criteria for statistical feasibility and the three independent variables together are able to explain variations in interest in applying for a job.

t-test (Partial)

The t-table value at a significance level of 5% = 0.05 can be determined as follows: The t-table value with the number of samples (n) = 70, the number of independent variables (k) = 3, the significance level of 5% or 0.05.

$$\text{t table} = n - k ; \alpha/2$$
$$= 124 - 3 - 1; 0.05/2$$
$$= 120 ; 0.025$$
$$= 1.980 \text{ (on t-table)}$$

Description:
n: number of data
k : number of independent variables

Table 7. t-Test Results.

Variables	t-count	t-table	Sig.
Compensation	3,895	1,980	.000
Reputation	2,070	1,980	.041
E- recruitment	3,318	1,980	.001

Source: Processed Data, 2025.

Based on Table 7, the results of the t-statistical test show the partial influence of each independent variable on job application interest. Specifically:

a. The compensation variable has a t-value of 3.895, which exceeds the t-table value (1.980), and a Sig value of 0.000 < 0.05. This indicates that compensation has a significant effect on job application interest.

b. The corporate reputation variable shows a t-value of 2.070 which is greater than the t-table (1.980) and a Sig. of 0.041 or less than 0.05, so that corporate reputation has a statistically significant effect.

c. e-recruitment variable has a t-value of 3.318 which exceeds the t-table (1.980) and a Sig. value of 0.000 which is smaller than 0.05, confirming a significant influence on job application interest.

Thus, it can be concluded that the three independent variables individually have a statistically significant effect on the dependent variable. This result is consistent with the estimated regression model and strengthens the validity of the research findings. These findings also confirm that each variable (compensation, company reputation, and *e-*

recruitment) has a unique and substantive contribution in predicting job application interest, so that the resulting policy implications can be focused on these three factors.

Test of the Coefficient of Determination R^2

Table 8. Test of the Coefficient of Determination R ²

Model Summary ᵇ

Model	R	R Square	Adjusted R^2	Standard Error of the Estimate
1	.679 ᵃ	.461	.448	2,460

a. Predictors: (Constant), E-recruitment, Reputation, Compensation
b. Dependent Variable: Interest in Applying for a Job

Source: Processed Data, 2025.

Based on Table 8, the *Adjusted R Square value* for the regression model in this study is 0.448. This indicates that the independent variables (compensation, company reputation, and *e-recruitment*) collectively influence the dependent variable (job application intention) by 44.8%. This influence is considered moderate. The remaining 55.2% is explained by other factors not included in this research model.

Multiple Linear Regression

Table 9. Multiple Linear Regression Test Results.

Coefficients ᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,467	1,201		2,054	.042
	Compensation	.446	.115	.329	3,895	.000
	Reputation	.260	.126	.173	2,070	.041
	E-recruitment	.369	.111	.304	3,318	.001

a. Dependent Variable: Interest in Applying for a Job

Source: Processed Data, 2025.

Based on Table 9, the results of the multiple linear regression analysis produce the following structural equation:

$Y = \alpha + b_1 X_1 + b_2 X_2 + b_3 X_3 + e$

$Y = 2.467 + 0.446X_1 + 0.260X_2 + 0.369X_3 + e$

A detailed explanation of the regression equation is as follows:

1. Constant value (α) = 2.467
   This value shows that if the compensation variables (X_1), company reputation (X_2), and e-recruitment (X_3) have a value of zero, then the interest in applying for a job (Y) will still have a base value of 2.467 units.

2. Compensation variable coefficient (b_1) = 0.446
   This positive coefficient indicates that each one-unit increase in compensation, assuming other variables remain constant, will increase job application interest by 0.446 units. Therefore, the hypothesis that compensation has a positive effect on job application interest is accepted.

3. Coefficient of corporate reputation variable (b_2) = 0.260
   A positive coefficient indicates that every one-unit increase in company reputation, all other things being equal, will increase job application interest by 0.260 units. This finding confirms that company reputation significantly contributes to increased job application interest.

4. *e-recruitment* variable (b_3) = 0.369
   The positive value of this coefficient indicates that each additional unit in *e-recruitment* , holding other variables constant, will increase application interest by 0.369 units. This result supports the hypothesis that *e-recruitment* has a positive and significant impact.

5. *Error Term* (e)
   This component represents the variability in job application interest that cannot be explained by the three independent variables in the model. The error term includes the influence of factors outside the model as well as possible errors in measurement or model specification.

All regression coefficients show positive signs, consistent with theoretical expectations, indicating that an increase in each independent variable will lead to an increase in job application interest. The varying coefficient sizes reflect the varying degrees of influence of each variable, with compensation demonstrating the most dominant influence.

Discussion of Research Results

The Influence of Compensation, Reputation, and E-recruitment on Job Application Interest

The results of the study indicate that compensation, company reputation, and e-recruitment simultaneously significantly influence job application intentions, thus the first hypothesis (H1) is accepted. Students view state-owned enterprises positively regarding career prospects, job stability, and institutional reputation, which is considered capable of providing guaranteed certainty and structured career development. Ease of access to information through the e-recruitment platform is also a major factor in attracting applicants. This finding aligns with Handi and Safitri's (2023) research, which states that these three variables jointly influence job application intentions. This is also supported by Agata's (2025) study, which confirms the significant relationship between compensation, reputation, and e-recruitment with job application intentions. Thus, these three factors play a significant role in shaping prospective applicants' perceptions and career decisions.

The Influence of Compensation on Job Application Interest

The results of the study indicate that compensation has a positive and significant effect on job application intentions, thus the second hypothesis (H2) is accepted. A competitive and industry-standard compensation scheme, including base salary, benefits, and career development programs, increases the company's attractiveness to potential applicants. Furthermore, non-financial components such as health insurance, annual leave, and adequate work facilities contribute to positive perceptions of the overall compensation package. Therefore, the more comprehensive and competitive the compensation offered, the higher the individual's interest in applying for the job. This finding aligns with research by Sumardana et al. (2016), Fatimah et al. (2021), Febrianti and Hendratmoko (2022), and Shalahuddin et al. (2022), which consistently demonstrate a positive and significant effect of compensation on job application intentions, strengthening the validity of this study's findings.

The Influence of Reputation on Interest in Applying for a Job

The empirical results of this study indicate that company reputation has a positive and significant effect on job application intentions, thus the third hypothesis (H3) is accepted. A good company reputation, reflected in a positive public image, professionalism, organizational stability, and recognized achievements, significantly increases prospective employees' interest in joining. A strong reputation not only reflects the company's credibility but also creates the perception of an ideal work environment, which influences individual decisions in choosing a workplace. This finding aligns with research by Lestari and Manggiasih (2023), Salsabila and Achmad (2024), and Fatimah et al. (2021), all of which reported a positive and significant effect of reputation on job application intentions. This consistency of results strengthens the empirical validity of the findings in this study.

The Influence of E-recruitment on Interest in Applying for Jobs

The study's results confirm that e-recruitment has a positive and significant effect on job application interest, thus accepting the fourth hypothesis (H4). This finding suggests that ease of access, time efficiency, and digitized application procedures within the e-recruitment system are key factors driving student interest in applying. This finding is supported by research by Shalahuddin et al. (2022), who noted a positive effect of e-recruitment on job application interest among millennials, and by Handi and Safitri (2023), who found a similar effect in Bekasi Regency. The consistency of these results reinforces e-recruitment's position as a significant variable in shaping job application interest.

Conclusion And Suggestions

Based on the statistical analysis, it was concluded that compensation, company reputation, and *e-recruitment* simultaneously and partially had a positive and significant effect on the interest in applying for jobs at state-owned enterprises among undergraduate students of Management, Faculty of Economics and Business, University of Riau, class of 2020-2021. This finding confirms that increasing these three variables significantly increases a company's attractiveness to job seekers. Therefore, it is recommended that prospective applicants proactively evaluate compensation packages, institutional reputation, and utilize e-recruitment platforms to optimize the application process. The implications of this study highlight the importance of these three factors as strategic considerations for both job seekers and institutions.

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