

## CHAPTER V

### CONCLUSION

In this chapter, there will be a discussion of the study and the conclusion of the study. This chapter will also explain the limitation of the study and the implication for the possible future direction for the research.

#### 5.1 Research Conclusion

This study was conducted by using quantitative research which involves the primary source of data collection through the hypothesis testing to analyze the influence that one or more variables have on other variables. This study aims to discover the influence that the employer attractiveness has on students' intention to apply for a job in PT Bank Mandiri and mediated by corporate reputation. This study is concerned with the intention of final-year undergraduate students in the Faculty of Economics at Andalas University. There are four hypothesis developments in this study, and after conducting the test in SmartPLS 3.3.2 through a test such as; descriptive statistics, measurement outer model (convergent validity discriminant validity, and reliability test), and inner model measurement (R-square and T-test), the four hypotheses can be concluded:

1. From the result of the testing, employer attractiveness has a positive and significant influence on corporate reputation. This means that the more attractive the employer, there more likely it is perceived a better reputation. Indonesia is a

country with a high collectivism cultural dimension, and people generally believe that groups with a good reputation will bring many benefits.

2. Corporate reputation does not influence students' intention to apply for a job.

This means that the better reputation perceived by a corporation it does not influence the students' intention to apply for a job. This finding may due to the respondents on this study is a student, they have no working experience and did not have sufficient knowledge to assess the reputation hold by a specific organization due to the less exposure of information related to a specific company and they also tend to focus on their graduations and have less time to search for information related to the specific company they want to work for.

3. Employer attractiveness has a direct influence on students' intention to apply for a job. This means that the more attractive the employer, the higher students' intentions to apply for a job.

4. From the result of the testing, corporate reputation did not mediate the relationship between employer attractiveness and students' intention to apply for a job. This may due that there the corporate reputation does not have a significant influence on students' intention to apply for a job.

## **5.2 Research Implication**

### **5.2.1 Academic Implication**

This study contributes to the development of human resource management, specifically on the attraction phase in the recruitment process. Moreover, this study also contributes to the theory of employer attractiveness (EmpAt) scale in a new

context. Employer attractiveness in this study was measured with the EmpAt scale that also previously been used in a few studies (Berthon et al., 2005; Sivertzen et al., 2013; Liu, 2018) with various results. From the result of this study, employer attractiveness found to have a positive and significant influence on students' intention to apply for a job.

### **5.2.2 Practical Implication**

Concerning the company, the result of the present study can be used for the company's future improvement to be attractive in the minds of potential employees. The result of this present study found that employer attractiveness influences students' intention to apply for a job. Employer attractiveness has five dimensions, and each dimension has five indicators. According to the response of the respondent who has filled the questionnaire in this study, each of the five dimensions has the highest score of its indicators. In the dimension of interest value, a statement that the organization produces innovative products and services have the highest average score, this shows that potential employees are interested in a company that can produce innovative products and services. To produce innovative products and services, the company needs to provide employees with a work environment that supports employees' creativity. Moreover, the company could create an open workspace where employees could freely choose their comfortable spot to discuss and do their job.

In social value, the statement of having a good relationship with your superiors has the highest average score, this shows that potential employees are

interested in a company where the superior and subordinates have a good relationship. The company could have a regular event that involves superior and subordinates like a family gathering, and outbound activities to strengthen the relationship. In economic value, the statement of good promotion opportunities within the organization has the highest average score, which indicates that potential employees are interested in a company that offers good promotion opportunities. Thus the company needs to promote its economic benefits to potential employees, it can offer good overall benefits packages that make potential employees attracted. In development value, the statement of a springboard for future employment has the highest average score, it is indicated that potential employees are attracted to a company that can be a springboard of their future career. In application value, the statement of opportunity to apply what was learned at the tertiary institution has the highest average score, it indicates that potential employees are attracted to a company that offers the opportunity to apply what they were learned at a tertiary institution, this also indicates that potential employees are attracted with a company that is related with their educational background.

The result of this present study also shows that the students in Faculty of Economics of Andalas University are less exposed with information related with a specific organization because Universitas Andalas has less job expo rather than other universities in Java Island such as Universitas Indonesia, Universitas Gadjah Mada, Institut Teknologi Bandung, and Universitas Padjajaran. For future improvement,

Universitas Andalas could conduct more activities that can equip students with information related to a specific organization.

### **5.3 Research Limitation**

In conducting this study, the researcher realized that the result of this study was imperfect and had many limitations that affected the expected result. There are some limitations to this present study that describes as follows:

1. The study has limitations due to the bias response by the respondents. Some of the respondents do not have sufficient information related to employer attractiveness and reputation owned by PT Bank Mandiri to assess the attractiveness and reputation of the company itself.
2. Another limitation is the questionnaires in this study are fully distributed online, it is quite hard for a researcher to maintain the understanding of the respondents related to the questionnaires, and it is quite hard for the researcher to approach the respondents directly.
3. The research only looking at three variables that use employer attractiveness, corporate reputation, and students' intention to apply for a job. The limitation is that there are not many previous types of research that discuss the specific topic together. Therefore the researcher needs to compile several past research findings to formulate the hypothesis of the study.

### **5.4 Research Recommendation**

1. For the next research who is interested in conducting similar research topic, it is better to expand the scope of the research, not just students from Faculty of

Economics but it should cover other areas such as the whole population of Faculty of Economics, another faculty, and better the university scope to get a better understanding.

2. Final-year undergraduate students at the Faculty of Economics are chosen as respondents for this present study as they are attractive in the labor market. It is suggested for the next study to enlarge the group of respondents like fresh graduates where they are more likely to focus on planning their professional careers at a corporation. Moreover, a homogenous group contributes to expanding the generalized result of the study.
3. It is suggested to develop a scale with more variables to measure the potential employees' intention to apply for a job. As in this present study, corporate reputation found insignificantly influence students' intention to apply for a job.

