
Scroll, Click, Apply: What Drives Millennials and Gen Z to Pursue Jobs Online?

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Abstract

The era of digitalization has brought significant changes, especially in recruitment technology. Nowadays, job applications are increasingly conducted through digital platforms such as company websites and social media, supported by employer branding content. This study investigates the influence of e-recruitment on job application intention among 96 Millennial (Generation Y) and Generation Z individuals in Pangkalpinang City and Bangka Regency. Using purposive sampling and statistic analysis with Smart PLS 4.0, the study finds that: E-recruitment has a positive and significant effect on the intention of Generation Y to apply for jobs; E-recruitment also has a positive and significant effect on the intention of Generation Z to apply for jobs.

Keywords: *E-Recruitment, Job Application Intention, Technology, Generation Y, Generation Z*

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INTRODUCTION

The Digitalization Era in the current era has brought many changes to all aspects, namely consumer behavior, HR, and use in digital and other transactions. HR is an important asset for companies to face challenges in the Industrial World or companies, for that HR investments are very much needed by companies in facing increasingly tight competition. According to Kamal (2020) In facing today's competition, companies must be able to compete by prioritizing the advantages they have, where the quality of human resources is one of the most important factors. Human resources hold a very important position in the company. The quality of human resources in it is a determining factor in the success of Kamal's Company. The low quality of human resources can be one of the factors causing the destruction of a company. In this Digital Era, the ways companies attract human resources have also changed, one of which is in offering job vacancies in the Era before digitalization, companies displayed job vacancies by displaying them in newspapers, pamphlets or other media, but in this Digital Era, company job vacancies can be viewed online with various applications, one of which is the Company Website, Instagram application, Kitalulus Application, Jobstreet Application, Tiktok Application and other applications. This application can be accessed by applicants who can be easily accessed according to the work and education of Human Resources. When applying for a job, Human Resources certainly do various considerations, namely the recruitment process carried out by a company. In the Current Era, Technology is one of the considerations for Human Resources because it can make it easier to apply for jobs. E-Recruitment (Online Recruitment) is currently an alternative choice for companies in the Digital Era because currently the Indonesian population uses the internet in their daily lives. According to the survey results of the Indonesian Internet Service Providers Association (APJII, 2024), internet users in Indonesia in 2024 will reach 221 million people from a total population of 279 million people in Indonesia or reaching 79.2%. In the current era, there are several generations in applying for a job, one of which is Generation Y and Generation Z. Previous studies conducted by Shalauddin, Meilian Fatika Sari, Nurul Hidayat in 2022 have also tested the effect of online recruitment variables on interest in applying for a job. The results showed that online recruitment had a positive and significant effect on interest in applying for a job. The results of another study conducted by Erlinda in 2020 stated that online recruitment had a negative and significant effect on interest in applying for a job and research conducted by Wulandari in 2020 showed that online recruitment did not have a significant effect on interest in applying for a job. there is no influence between online recruitment and interest in applying for a job. Based on the results of previous studies, there is an inconsistency where the inconsistency of findings in previous research shows that there is still an opportunity to re-test the variables that influence interest in applying for a job.

LITERATUR REVIEW

E-Recruitment (Online Recruitment)

According to In Lee (2005) online recruitment is a form of effort from an organization or company to fill vacant positions effectively and efficiently by utilizing various types of electronic media. According to Allden

and Harris (2013) online recruitment is the process of recruiting competent prospective employees and having criteria according to company expectations via the internet

Interest in Applying for a Job

Interest in applying for a job is a desire within an individual for interest in a job by showing an effort to make a decision to get the desired job (Cannaby, 2018:22).

Job application interest is a process of someone's interest in having a job that begins with all efforts to search for job vacancy information that can be obtained from internal and external sources of the company, determining the choice and then making a decision on which company to apply for (Permadi and Netra, 2015)

Previous Research

- Research by Melanthiou et al (2015) entitled The Use of Social Networks and Recruitment Tools concluded that E-recruitment has an effect on job application interest.
- Sari (2020) entitled The Influence of Compensation and E-Recruitment on Job Application Interest in the "Millennial Generation" (Study on Alumni of the University of Borneo Tarakan, Faculty of Economics) with the conclusion that E-Recruitment has a positive effect on job application interest.
- Research by Naveed R. Khan, Marinah Awang and Arsalan Mujahid Ghouri with an article entitled Impact of E-Recruitment and Job Seekers Perception on Intention to Pursue Jobs. The results of this study indicate that e-recruitment has a positive relationship with the interest in applying for a job. E-recruitment is considered an effective way for both job applicants and companies in maintaining the key to competition in the labor market. However, there are obstacles in implementing the e-recruitment strategy as a recruitment procedure in Pakistan.

RESEARCH METHODS

This study is a quantitative study that aims to assess the causal relationship or direct impact of each variable in this case regarding the relationship between the independent variable and the dependent variable and then processed using a statistical analysis tool in the form of SMART PLS version 4.0. This study was conducted on Prospective Employees/Employees of Generation Z and Generation Y in Pangkalpinang City and Bangka Regency and the time of the study was conducted in 2024. The population in this study was generations Y and Z aged 15-44 years. This is because the grouping of generations Y and Z is based on research by Bencsik et al, that generation Y was born in 1980-1994 and generation Z was born in 1995-2010. Meanwhile, the Central Statistics Agency (BPS) stipulates that the working age population is the population aged 15 years and over. Thus, the population in this study is an infinite population because it has a number that cannot be known with certainty. The researcher narrowed the population by calculating the sample size using the Lemeshow formula. Based on the results of the calculation with the Lemeshow formula, it became 96 respondents. From the calculation results, the number of samples was 96 respondents. According to Gall et al, to study two or more categories, a minimum sample size of 15-30 people is required in each category or group. So, out of 96 respondents, 48 respondents were from generation Y and 48 respondents were from generation Z. Of the 48 respondents in Generation Y, 24 respondents were from Pangkalpinang City and 24 respondents were from Bangka Regency. Of the 48 respondents in Generation Z, 24 respondents were from Pangkalpinang City and 24 respondents were from Bangka Regency. The sampling technique used was non-probability sampling, namely purposive sampling is a sampling technique with certain considerations. The following are the requirements for respondents selected in this study, namely:

1. Aged 15 - 44 years
2. Domiciled in Pangkalpinang City and Bangka Regency.
3. Millennials and Generation Z who have worked or are looking for Work
4. Have used e-recruitment such as job search systems at least 2 times.

The type of data used is primary data and secondary data with data collection techniques using the Questionnaire Distribution Method. While the variables used are Independent and Dependent variables. For the data analysis design, namely using Validity Test, Reliability Test, Determination Coefficient Test and Hypothesis Test

RESULTS AND DISCUSSION

Partial Least Square (PLS) Test

This study uses inferential statistical data analysis with the SmartPLS software program with the initial step using model measurement (outer model), structural model (inner model) and hypothesis testing. In this model measurement is used to determine the validity and reliability connected between indicators and their latent variables. Which means the outer model specifies the relationship between latent variables and their indicators.

In this study, SmartPLS 4.0 Outer Model software was used which was evaluated with convergent validity, discriminant validity, and composite reliability.

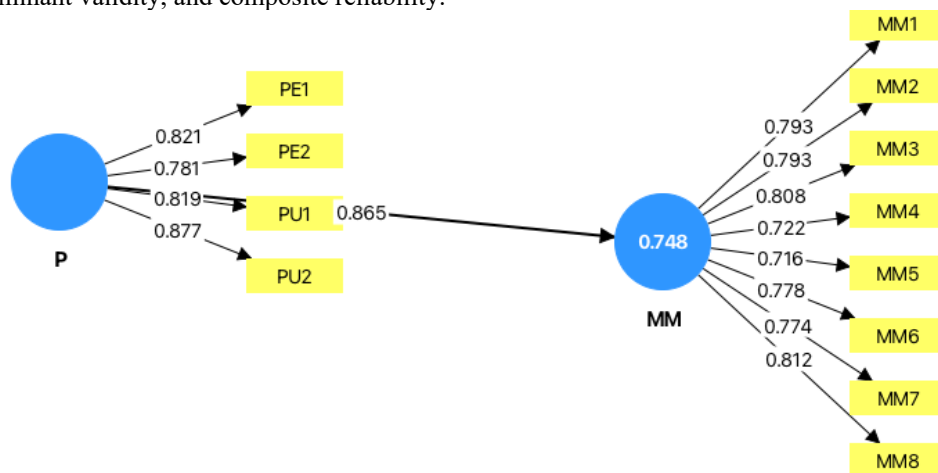


Figure 1. PLS processing results
 source: data processing with smartpls 4.0

Validity Test Results

Table 1. Loading Factor

	MM	P
MM1	0.793	
MM2	0.793	
MM3	0.808	
MM4	0.722	
MM5	0.716	
MM6	0.778	
MM7	0.774	
MM8	0.812	
PE1		0.821
PE2		0.781
PU1		0.819
PU2		0.877

source: data processing with smartpls 4.0

Based on the outer loading results in table 1, the correlation value of all indicators for each variable is ≥ 0.7 , so all indicators are valid.

Table 2. AVE

	AVE
E-Recruitment (RO)	0.601
the Intention to Apply for Jobs (MM)	0.681

source: data processing with smartpls 4.0

The results of the convergent validity test show that all constructs have met the requirements of having a loading factor value greater than 0.5 and an Average Variance Extracted (AVE) value greater than 0.5. So it can be concluded that all constructs have good convergent validity so it can be said that each question has a high correlation with each other.

Reliability Test Results

Construct reliability is evaluated by looking at the value of cronbach's alpha and composite reliability. Determination of construct reliability is said to be good if the value of cronbach's alpha is more than 0.6 and composite reliability is more than 0.6. The results of the reliability test can be seen in table 3 below:

Table 3. Reliability Result

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
E-Recruitment (RO)	0.905	0.914	0.923
the Intention to Apply for Jobs (MM)	0.843	0.846	0.895

source: data processing with smartpls 4.0

The test results in Table 3. show that all constructs have a cronbach's alpha and composite reliability value of more than 0.6. This means that all constructs have met the reliability test requirements and can be continued to the inner model evaluation stage.

R-square Test Results (R2)

The evaluation was carried out with the criteria according to Chin (1998) in Ghozali & Latan (2015:81), which states that a structural model is said to be strong if it has an R² value of 0.67. The R² value of 0.748 is included in the Strong category.

Predictive Relevance (Q2)

To find out the predictive relevance value, it can be calculated using the formula below:

$$Q_2 = 1 - (1 - R^2)$$

$$Q_2 = 1 - (1 - 0.748)$$

$$Q_2 = 1 - 0.252$$

$$Q_2 = 0.748$$

Based on these calculations, the model can be said to have relevant predictive value.

Hypothesis Test Results

Table 4. Direct effect results

	Original Sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics	P Values
RO->MM	0.865	0.868	0.024	35.876	0.000

source: data processing with smartpls 4.0

From table 6, the results of the hypothesis testing of the research model are as follows: Hypothesis is Recruitment Online has a positive and significant effect on interest in applying for job, based on the results of the T-Value test of 35.876 and a significance level of 0.000, then hypothesis is accepted.

DISSCUSION

The Effect of Between Perceived Ease of Use on Employee Satisfaction

The results of this study indicate that e-recruitment (online recruitment) has a positive and significant effect on the intention to apply for jobs among Generation Y (Millennials) and Generation Z. This conclusion is supported by the results of hypothesis testing using the Partial Least Square (PLS) analysis method, which produced a T-statistic value of 35.876 and a significance value of 0.000. These values exceed the critical threshold of 1.96 and fall below the 0.05 significance level, confirming that e-recruitment significantly influences job application intention. ease of access, convenience in use, speed of information, and visual appearance of the digital recruitment process are factors that encourage individuals, especially the younger generation, to be interested and willing to apply for jobs. Digital platforms such as company websites, Jobstreet, LinkedIn, Instagram, now not only function as information media, but also as employer branding communication tools that can attract the attention of prospective applicants. Generations Y and Z tend to have a preference for things that are practical, efficient, and technology-based, so that the digital recruitment process is considered more in line with their needs

and lifestyle. They find it easier to explore various job vacancies, access company information, and submit applications only through their smartphones. This finding is consistent with the research of Shalahuddin, Meilian Fatika Sari, Nurul Hidayat (2022) which states that the use of social media and digital platforms in the e-recruitment process can significantly increase the interest of job seekers. e-recruitment is an effective strategy for companies and job applicants because it is able to bridge the needs of the labor market more efficiently.

CONCLUSION AND RECOMMENDATIONS

CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that:

1. E-recruitment has a positive and significant influence on the intention to apply for jobs among both Generation Y (Millennials) and Generation Z. This shows that the more effective, accessible, and engaging a company's digital recruitment process is, the higher the likelihood that individuals will be interested in submitting job applications.
2. Generation Z demonstrates slightly stronger interest and responsiveness toward e-recruitment platforms compared to Generation Y. This may be attributed to their higher exposure to and familiarity with digital technologies and online platforms from an early age.
3. E-recruitment serves not only as a tool for disseminating job vacancies but also as a medium for employer branding, enabling companies to build a positive image and attract high-potential candidates through digital engagement.

Recommendations

1. Organizations should continue to improve their e-recruitment strategies by integrating user-friendly interfaces, informative and appealing job postings, and engaging content that reflects the company's values and culture. Utilizing platforms popular among Gen Y and Z, such as Instagram, TikTok, or LinkedIn, can significantly enhance recruitment outcomes.
2. Future studies are encouraged to explore additional factors that might influence the intention to apply for jobs, such as employer branding, perceived organizational support, or user experience with recruitment platforms.

Acknowledgments:

We thank Universitas Bangka Belitung for funding this research through the 2024 Young Researcher Scheme and all individuals who supported this study.

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