

ANALYSIS OF EMPLOYEE RECRUITMENT DIGITALIZATION AT PT PATRA JASA

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Abstract

KAYLA LUNA BIMANTORO. 2024. 1703520016. Analysis of the Digitalization of Employee Recruitment at PT Patra Jasa. D4 Digital Office Administration Study Program, Faculty of Economics, Jakarta State University. The aim of this research is to find out the implementation system for digitizing employee recruitment, knowing the obstacles and opportunities faced by digitizing employee recruitment, and knowing the stages taken to overcome obstacles to digitalizing employee recruitment at PT Patra Jasa. This research method uses descriptive qualitative research, namely constructive research which is used to examine the condition of natural objects where the researcher is the key instrument. Meanwhile, in collecting data using primary data and secondary data. Primary data: researchers conducted observations, interviews, and documentation, and secondary data was obtained from supporting books about digitizing employee recruitment. Accompanied by data analysis starting from data collection, data presentation, and drawing conclusions. From the results of this research, it can be seen that PT Patra Jasa, which coincides in Kuningan, South Jakarta, has carried out recruitment via digital, but the Patra Jasa company itself does not yet have a separate portal for employee recruitment, but externally, namely through a job recruitment portal in collaboration with PT Patra Jasa. namely job street.

Keywords: Process; Stages; Obstacles and Solutions

1. Introduction A. Background

In the current era of digitalization and industrial revolution 4.0, technological progress is developing very rapidly, as can be seen by the large number of human activities that use technology. Even jobs that were previously done by humans have now been replaced by technology. By using technology work can be completed without using a lot of time and technology can also save costs. Therefore technology is very beneficial for human life. The need for information occurs because of a state of uncertainty that arises from the gap in people having the knowledge they need, so that they use them to look for information to fulfill their needs. Belkin and Veckery in Salsabil and Arfa, (2020). Currently, the development of technology and information is growing rapidly so that people are required to be more careful when choosing content and information so that people can avoid negative elements including hoax news. Technological changes indirectly mean that everyone must be ready to face all kinds of developments. The rapid development of technology can be seen from the fact that everything can be done through digitalization or online. Such easy access can make it easier for everyone to rely on the use of technology (Gentan, 2019). Patra Jasa uses a strategy to follow technological developments over time. (Chapman & Webster, 2017), said that recruitment carried out digitally can save costs, make it easier to use prospective employee candidates, ease of use for companies, and can increase speed in the recruitment process.



Figure 1. 1 Job Vacancies Platform Percentage 2023

Source: Goodstats, 2023

From Figure 1.1, the results of the JakPat survey, the job vacancy platform most widely used by job seekers is jobstreet.co.id, reaching 82% of the total of 871

respondents. In 2022, the number of companies joining or partnering will reach 80 thousand with eleven million registered job seekers. From the results of the web user data above, the researcher chose to examine the use of the jobstreet.co.id website, a social media platform used as a tool for finding job vacancies that is very easy, practical and effective. Many interested people use jobstreet.co.id to make it easier to search for job vacancies and easy to access, as well as job vacancies that are searched for more easily and lots of job vacancy information is displayed.

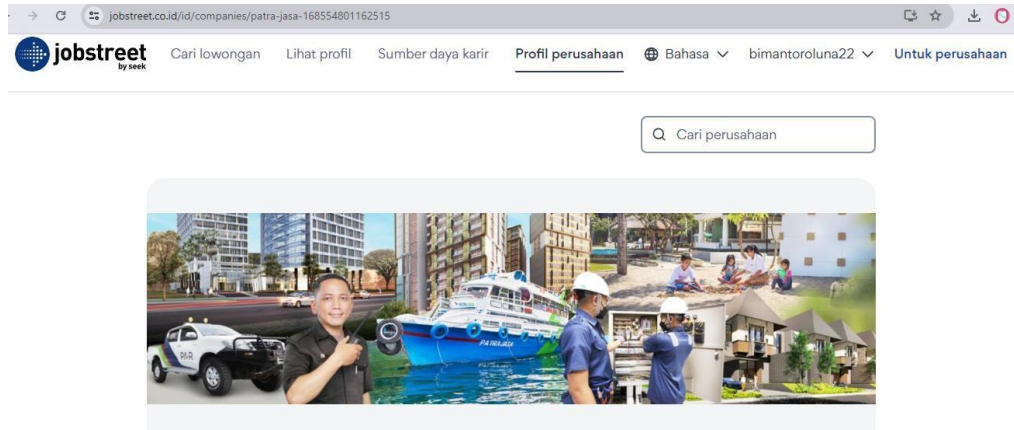


Figure 1. 2 Jobstreet PT Patra Services

Sumber : Jobstreet by seek (2024)

Looking at the data quoted by Media Indonesia based on figure 1.2. It can be seen that 99 percent of companies on the Fortune 500 list have used applicant tracking system technology or what is known as an Applicant Tracking System (ATS). ATS is a technology that is the main tool that many recruiters have used to manage the application process from start to finish. Murugesan et al., (2023) Rapid advances in technology, especially the application of AI in Human Resources, have brought significant changes to Human Resource processes and practices. As organizations increasingly move towards digitizing their HR operations, it is important to understand the impact of AI on various aspects of HR such as employee productivity, Health and safety, payroll processing, employee comfort and real-time feedback. Recruitment is the first step taken by a company to attract and search for human resources that match the qualifications and qualities required by the company. If recruitment and selection are not managed well, the company will not obtain the right human resources and in accordance with the qualifications required by the company. This will make the performance processes within the company run less effectively and efficiently.

Apakah Digitalisasi Rekrutmen Karyawan sudah aktif berjalan?

20 jawaban

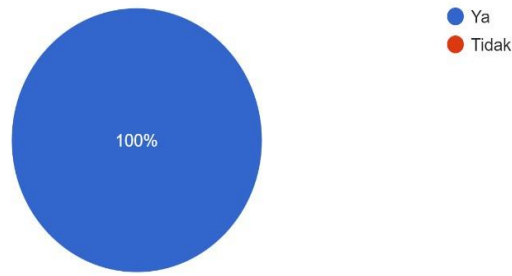


Figure 1.3 Employee Recruitment Digitalization Process

Source: Data processed by researchers (2024)

Figure 1.3 shows the percentage results of pre-research on the Digitalization of Employee Recruitment at PT. Patra Jasa received as many as 20 employees from Patra Services. Based on the percentage picture, it can be explained that employees answered "Yes" with a percentage of 100%. Seeing this, the digitalization process for employee recruitment has been actively running over time at Patra Jasa.

From the pre-research percentage value of 1.1, the number of employees who have carried out the digitalization process for employee recruitment within the Company has reached 100%. E-Recruitment is a system that replaces manual recruitment such as advertising in print media and sorting applicants manually. This system allows companies to publish job vacancies, accept applications electronically and manage data electronically JPayroll, (2023).

Apakah selama pelaksanaan Digitalisasi Rekrutmen Karyawan sudah efektif ?

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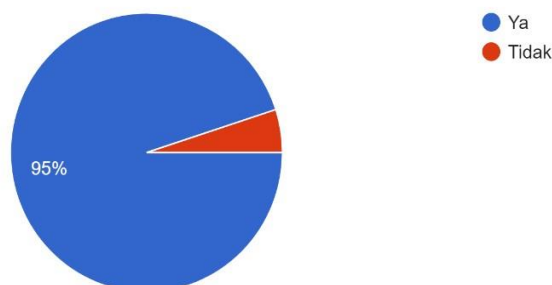


Figure 1.4 Implementation of Digitalization of Employee Recruitment

Source: Data processed by researchers (2024)

From Figure 1.4, the results of the pre-research percentage on the Implementation of Digitalization of Employee Recruitment at PT. Patra Jasa received as many as 20

employees from Patra Services. Based on the percentage picture, it can be explained that 95% of employees answered "Yes". Seeing this, the implementation of digitalization of employee recruitment has begun to gradually become effective over time at Patra Jasa.

From the pre-research percentage value of 1.2, the implementation of digitalization of employee recruitment has been running effectively within the company with a percentage that has reached 95%. The effectiveness of digitalization in recruiting Patra Jasa employees.

Apakah Pada Saat Pelaksanaan Secara Digital Terdapat Kendala Pada Keterbatasan Akses Seperti Salah Penempatan Posisi, Kandidat Menghilang Dan Hambatan Koneksi Internet ?
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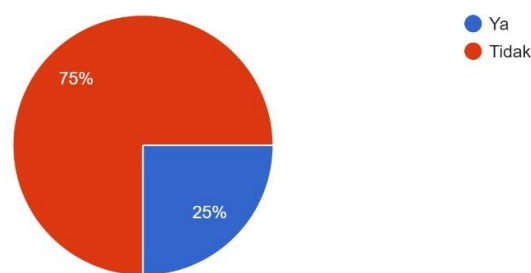


Figure 1. 5 Obstacles to Implementing Digitalization of Employee Recruitment

Source: Data processed by researchers (2024)

Figure 1.5 shows the results of the pre-research percentage of obstacles to implementing digitalization of employee recruitment at PT. Patra Jasa received as many as 20 employees from Patra Services. Based on the percentage picture, it can be explained that employees answered "Yes" with a percentage of 75% and employees answered "No" with a percentage of 25%. Seeing this, there are still obstacles when implementing digitalization of employee recruitment at Patra Jasa.

B. Research Questions

1. What is the implementation system for digitizing employee recruitment at Patra Jasa that has been running so far?
2. What are the stages in the process of digitizing employee recruitment at PT Patra Jasa?
3. What are the obstacles and opportunities faced by digitizing employee recruitment at Patra Jasa?

C. Research Objectives This

research aims to :

1. Know the system for implementing digitalization of employee recruitment at PT Patra Jasa
2. Know the stages in the process of digitizing employee recruitment at PT Patra Jasa
3. Know the obstacles and opportunities faced by the digitalization of employee recruitment at Patra Jasa

D. Benefits of Research

From the implementation of the researcher's observations, the observations not only provide benefits for the researcher but also provide benefits for the Faculty of Economics, as well as for the company where the researcher carries out the observations as follows:

1. For Companies

- a. It is hoped that the results of this research will provide benefits in establishing relationships with higher education institutions, and can foster good collaborative relationships
- b. Can assist researchers in carrying out observations so that they can complete them according to the specified time.
- c. Companies can recruit students who have graduated according to the company's SOP

2. For the Faculty of Economics

- a. It is hoped that the results of this research will provide benefits in establishing collaboration and getting feedback for the lecture environment
- b. As input for the Digital Office Administration study program in carrying out the final assignment
- c. To introduce the Digital Office Administration department and the Faculty of Economics, Jakarta State University to a wide audience.

3. For Researchers

- a. It is hoped that the results of this research will provide new knowledge for researchers, especially in terms of recruiting employees to comply with existing procedures within the company.
- b. Obtain knowledge in carrying out observation activities in the human resources department.
- c. Can find out about employee recruitment in the real world of work.

2. Literature Review

2.1 Definition of Digitalization

According to Sukmana, (2020) Digitalization is the process of media from printed, audio and video form to digital form. Digitization is carried out to create digital document archives. Digitalization requires equipment such as computers, scanners, source media operators and supporting software. According to Brennen & Kreiss, (2016), digitalization is the increase in the availability of digital data which usually occurs due to advances in creating, transferring, storing, has the advantage of compiling, shaping and influencing world development, as well as analyzing digital data.

2.2 Definition of Information Systems

According to Anggraini et al., (2020) a system is a working network of interrelated procedures, united to achieve certain goals. Meanwhile, information is data that is processed to make it more useful and has more meaning in it. So it is concluded that an information system is a system in an organization that meets the needs of daily transaction management, supports operations, is managerial and strategic activities within a particular organization with the required reports. A website-based job vacancy information system is a system used to register with an agency, organization or business using a web browser. These systems may contain information posted by job providers that can be accessed or viewed by anyone at any time using a computer or mobile device Pamungkas etc., (2020). According to Irawan et al., (2019) an information system is defined as a system that collects, processes, stores and analyzes separate data and information for certain purposes. According to Krismaji, (2015) an information system is an organized means for collecting, capturing, processing and storing data and an organized means for storing, managing, controlling and reporting information so that it can achieve predetermined goals.

From several definitions of information systems according to the experts above, researchers conclude that information systems are a collection of many systems in an organization that unite, process, store and distribute information to support decision making and control within the organization.

2.3 Definition of Recruitment

Recruitment according to Sinambela in Nurhasanah, (2019), is the process of attracting individuals according to needs at the right time, in sufficient numbers, with specified qualifications, and encouraging them to apply for work with the organization. Recruitment continued, recruitment is a series of processes carried out to find job applicants with the abilities, skills and knowledge needed by the organization to meet the organization's planned human resource needs. Recruitment is a follow-up to the first human resource management function, namely job analysis. After the results of the job

analysis show that there are job descriptions and qualifications, which explain the requirements that prospective workers must fulfill to obtain a position Yamin, (2018). As according to Siagian, (2018) recruitment is the process of searching for, finding and attracting competent job candidates to be employed in and by an organization.

According to Anwar & Abdullah, (2021), Recruitment is the main function of the HR department and the recruitment process is the first step towards competitive quality and strategic advantage of recruitment for the association. Recruitment is the process of finding and capturing qualified or suitable applicants to fill vacant positions.

2.4 Definition of Digitalization of Employee Recruitment

The employee recruitment process is starting to develop, no longer traditional such as making advertisements in newspapers, advertisements on television, using employee agents, etc. Since the mid-1990s, online recruitment began to develop rapidly and is now widely used by recruiters and job seekers RoyChowdury & Srimannarayana, (2013). Especially fresh graduates who want to quickly get a job via the web or online application. Online recruitment is the process of recruiting employees using electronic resources, especially the internet Zin et al, (2016). Holm, (2012) defines online recruitment as recruitment processes and activities using technology and human agents, facilitating collaboration between free time and space and interaction with the aim of identifying, attracting and influencing competent candidates.

2.5 Benefits of Digital Recruitment

The benefits of digital recruitment according to (Antonita, 2019) The digital recruitment process can provide benefits such as,

1. It's easy to find potential employee candidates
2. You can easily find employees who have appropriate expertise in their field
3. effective and efficient

3. Material and Method

3.1 Design Study

The research design used was descriptive qualitative and case studies. According to Julianto, (2018), the descriptive qualitative research method is research based on constructiveness which is used to research the conditions of natural objects where the researcher is the key instrument. Qualitative research design is flexible research with steps and results that cannot be determined beforehand Arikunto, (2013). According to Cresswell (Sugiyono, 2020), case studies are a type of qualitative research, where researchers carry out in-depth exploration of programs, events, processes, activities with one or more people. A case is bound by time and activities and researchers carry out detailed data collection using various data collection procedures and over a continuous period of time. In this research, the process carried out by the researcher is:

1. Pre-Field Stage

In this stage, researchers are looking for information regarding the digitalization of employee recruitment at the Patra Jasa company in the city of Jakarta. As a result of

the observations, researchers created several research questions and made observations with relevant employees related to employee recruitment.

2. Implementation Stage

Collect data regarding anything related to recruitment problems, solutions and expected results. Apart from that, at this stage data collection was carried out using data triangulation techniques, observation interviews and documentation. This is done to obtain as much data as possible to improve the quality of the data obtained by researchers.

3. Data Analysis Stage

Qualitative research is carried out before going to the company, while at the company, and after completing research at the company. Data analysis activities include collecting data and information from interviews, observations and documentation. Then the data obtained is processed according to the guidelines in qualitative research.

4. Reporting Stage

The results of data analysis and compiling the results of the research at Patra Jasa then the researchers included them in the final results of the research, namely the thesis.

3.2 Data Analysis

In qualitative research, analysis is the process of compiling data so that it can be interpreted. Interpretation in the sense of giving meaning to the data analysis used in this research is descriptive analysis which aims to describe systematically, factually and accurately the things being investigated. Analysis is carried out based on data that has been obtained from available data sources. Some of the methods used in analytical techniques are:

1. Data Reduction

Data reduction is a process of summarizing or selecting the main things. Because the data obtained from the field is quite large, it needs to be recorded carefully and in detail. Data reduction takes place during the data collection process, at stage. This will also take place coding activities, summarizing and creating partitions (parts). Data reduction function to classify, remove unnecessary ones and select according to needs. This transformation process continues until the final research report is complete.

2. Data Presentation

After the data reduction process, the steps taken by the researcher are: perform data presentation. Data presentation is a collection of structured information that provides the possibility of drawing conclusions and taking action. The presentation can take the form of a brief description, chart, or relationship between categories, but in qualitative research it is usually presented in a narrative. The aim of presenting data is so that researchers can understand what happened in planning the next actions to be taken.

3. Draw conclusions and verify

Next, at this stage the researcher will process from the beginning of data collection, then the researcher summarizes the problems in the field, then the researcher takes notes

to draw conclusions. Usually the conclusions can change while the data collection process is still ongoing. However, this conclusion can be a credible conclusion if it is supported by valid and consistent data Rijali, (2018).

4. Result and Discussion

Based on a preliminary study conducted by the researcher, there were several obstacles to the digital recruitment system during the implementation of the employee recruitment digitalization system, which made the researcher interested in discussing the digitalization of recruitment at PT Patra Jasa. Therefore, researchers conducted research by interviewing informants who understand the digital recruitment that is taking place at PT Patra Jasa. The following are details of several informants interviewed by researchers:

Table 4. 1 Informant Data

No.	Nama	Umur	Lama Bekerja	Divisi
1	Partisipan A	50 Tahun	>10 Tahun	Manager HC Strate gy dan People Management
2	Partisipan B	27 Tahun	>1 Tahun	HC Strategy dan People Management
3	Partisipan C	30 Tahun	>5 Tahun	HC Strategy dan People Management
4	Partisipan D	26 Tahun	>2 Tahun	Rekrutmen
5	Partisipan E	29 Tahun	>10 Tahun	Rekrutmen

Source: Data processed by researchers (2024)

Based on table 4.1, several employees were interviewed by researchers. Participant A is a manager from the Human Capital Strategy and People Management Division, which includes a recruitment section. Participants B and E are employees from the Human Capital Strategy and People Management Division, which includes a recruitment section, and participants C and D are employees from the PT Patra recruitment team. Service.

1. Implementation System

At PT Patra Jasa the digital recruitment process is carried out by the company in accordance with predetermined provisions, namely starting from the stage of searching for candidate positions that are needed by the company, obtaining candidates, and attracting prospective candidates who will become employees according to the positions required at PT Patra Jasa . According to Choirh et al., (2023) this is a series of activities carried out by companies for the digital recruitment stage.

This recruitment process was carried out by PT Patra Jasa to provide lessons regarding the importance of this process in maintaining the good image of a company and the quality of the company. In order for the company to develop further, PT Patra Jasa pays great attention to the development of human resources (employees), where PT Patra Jasa always tries to apply values and culture to always develop its employees. The digitalization implementation system for employee recruitment is an important step in optimizing the recruitment process by utilizing information and communication technology. The following are some discussions related to this:

a. Efficiency and Time Savings
Digitalization allows companies to automate many stages in the recruitment process, such as providing information, collecting CVs, online tests, and interviews via video conference. This saves time for both parties, both the company and the candidate.

b. Data analysis

Digital systems can collect data about the recruitment process, such as response rates, time required for each stage, and recruitment success rates. Analysis of this data can help companies evaluate and improve the effectiveness of their recruitment processes.

c. Improved Candidate Experience

A digitized recruitment process can improve the candidate experience by providing easier access, more transparent communication and quicker responses to their applications.

d. d. Data Security

It is important for companies to ensure that the digital systems they use are secure and comply with data protection regulations. This includes protecting candidates' personal data and safeguarding sensitive company information from security threats.

2. Stages

At PT Patra Jasa, in the digitalization implementation system for employee recruitment, there are several stages that are in accordance with the company's own procedures and several stages of this recruitment have been carried out online.

The stages of digitizing employee recruitment can vary depending on the company and the technology they use. However, in general, here are several stages that commonly occur in the recruitment digitalization process:

a. Planning
Identify organizational needs and positions to be filled. This planning includes determining the job description, selection criteria, and recruitment budget.

b. Job Vacancies

Announcement Use of online platforms such as company websites, career portals, or dedicated recruitment platforms to advertise job vacancies. In addition, social media and

professional networks such as LinkedIn are also used to reach potential employees. c.

Initial Selection

Use of algorithms and software to assess incoming CVs and application letters automatically. This could be an application management system (ATS) that filters candidates based on certain keywords or criteria.

d. Online Test

Providing online skills or knowledge tests. These tests may include psychometric tests, technical knowledge, or video interviews.

3. Constraints and Opportunities

At PT Patra Jasa there are several obstacles faced when implementing the digitalization process for employee recruitment and from these obstacles there are several opportunities that can overcome the obstacles that exist at PT Patra Jasa.

According to Antonita, (2019) Digitalization of employee recruitment offers many opportunities, but is also faced with several obstacles. While the opportunities for digitizing employee recruitment are large, it is important for companies to pay attention to and overcome these obstacles to maximize the benefits of a digital approach to recruitment. The following opportunities are available in the Employee Recruitment Digitalization process: a. Wider Access

Online recruitment platforms such as JobStreet enable companies to reach more potential employees globally.

b. Data analysis

Data collected from the digital recruiting process can provide companies with valuable insights, such as job search trends, best candidate sources, and time needed to fill positions.

c. Improve User Experience

The use of technology can improve the user experience for both companies and prospective employees, speeding up the process and making it easier and more transparent.

Meanwhile, the obstacles faced when digitizing employee recruitment are as follows:

a. Dependence on Technology

Reliance on technology means the risk of system disruptions, technical failures or cyber attacks could disrupt the recruitment process.

b. Limitations of Candidate Assessment

Online tests and interviews may not provide as complete a picture of a candidate's abilities and personality as can be gained through in-person interactions.

c. Connection and Access Limitations

Not all prospective employees have the same access to technology and internet connections, which can limit a company's reach and impact diversity in hiring.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

Based on data processing, analysis, data, and data descriptions that have been described in the discussion, this research can be concluded as follows:

a. Efficiency and Time Savings

The ongoing digitization of employee recruitment at PT Patra Jasa can increase the efficiency of the recruitment process such as providing information, collecting CVs, online tests and interviews via video conference. This can save time for both parties, between the company and the candidate.

b. Improved Candidate Experience

Digitizing the recruitment process can improve the candidate experience by providing easier access, transparent communication, and faster responses to applications used.

c. Training and Integration

Once the recruitment process is complete, digitalization can also provide online training and facilitate the integration of new employees into the company environment.

6.2 Implication

At PT Patra Jasa, digitalization of employee recruitment has various significant implications in the recruitment process and human resource management. Some of the main implications include:

a. Wider Access

Digitalization allows PT Patra Jasa to reach prospective employees from various parts of the world, not just Indonesia, and not limited to certain geographic locations. This expands the recruiting reach and increases the chances of finding the right talent.

b. Process Efficiency

With digital platforms, the recruitment process becomes more efficient. Online recruitment allows PT Patra Jasa to manage applications, screen candidates, and schedule interviews more quickly, effectively and efficiently.

c. Use of Artificial Intelligence (AI) Tools

AI can be used to scan CVs, identify candidates who match certain criteria or make it easier for PT Patra Jasa to select candidates who suit PT Patra Jasa's needs, or even conduct initial interviews. This can save time and effort required in the recruiting process.

6.3 Recommendation

Based on the research results, researchers realized that there were still many deficiencies in it. For this reason, researchers provide recommendations to obtain an overview as material for consideration and improvement of further research related to the same research topic. So, researchers recommend several suggestions as follows:

1. For Academics

It is hoped that this research can be used as an additional reference regarding the digitization of employee recruitment for researchers and future researchers who are interested in discussing the same research topic, namely the Analysis of Digitalization of Employee Recruitment. Apart from that, for academics who want to research the implementation system, stages, obstacles and opportunities for digitizing employee recruitment, researchers suggest expanding the factors that will be researched and the research instruments that will be used for further research so that the results obtained are more accurate.

2. For Companies

Based on the results of the descriptive analysis, the Digitalization of Employee Recruitment at PT Patra Jasa is included in the quite good / quite effective category, the level of implementation system running at PT Patra Jasa. Therefore, researchers recommend several suggestions, including, to be able to increase the digitization of recruitment, especially from recruitment sources, companies should expand their benchmarking to be able to create a recruitment system from PT Patra Jasa itself so that it is not only from external job portals, such as Indeed.com, Jobstreet. co.id., LinkedIn and others.

3. For Further Researchers

a. Appropriate Technology Analysis: Further research existing technologies for digitizing recruitment such as AI, machine learning, and big data to identify the most suitable technologies to increase the efficiency and accuracy of the recruitment process.

b. Study of Data Use in Employee Selection: Exploration of how data from digital sources such as social media, professional platforms, or online profiles can be used to assess the potential and suitability of potential employees.

c. Evaluate the Impact of User Experience: Conduct research on user experience from the perspective of job seekers and recruiters to identify challenges, opportunities and improvements that can be made in the digitalization process.

Based on the results of research regarding the Digitalization Analysis of Employee Recruitment from various digital recruitment implementation systems that have been running at PT Patra Jasa, it has been running very effectively. Collaborating with Jobstreet

has really helped Patra Jasa in implementing the employee recruitment digitalization system.

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