

Efektifitas penggunaan situs online recruitment dalam rekrutmen pegawai tetap non-manajerial pada direktorat commercial & business banking PT. Bank Mandiri (Persero) Tbk. = The effectiveness of online recruitment Sites Utilization In The Recruitment Of Permanent Non-Managerial Employee In PT. Bank Mandiri (Persero) Tbk. commercial & business banking directorate

Fajar Gunawan, author

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Abstrak

Penelitian ini menganalisa efektifitas penggunaan situs online recruitment dalam rekrutmen pegawai tetap non-manajerial direktorat Commercial & Business Banking Bank Mandiri. Analisis dilakukan berdasarkan delapan dimensi yang terdiri dari 10 indikator. Penelitian bersifat univariabel dan dilakukan dengan menggunakan pendekatan kuantitatif dan pengumpulan data dengan metode survey melalui kuesioner skala likert. Responden diambil dari 30 pegawai tetap non-manajerial yang baru direkrut direktorat Commercial & Business Banking Bank Mandiri melalui situs online recruitment antara periode November 2013 hingga awal Desember 2013. Hasil penelitian menunjukkan bahwa penggunaan situs online recruitment Bank Mandiri telah efektif untuk merekrut pegawai tetap non-manajerial direktorat Commercial & Business Banking.

.....This research analyzed the effectiveness of online recruitment sites utilization in the recruitment of permanent non-managerial employee within Bank Mandiri's Commercial & Business Banking directorate. The analysis conducted based on eight dimensions that consisted of 10 indicators. The research is a univariable research and used likert scale questionnaire for the data collection. Participants taken from 30 permanent non-managerial employee newly recruit from online recruitment sites between November and December 2013 by Bank Mandiri. The research result shows that the online recruitment sites utilization by Bank Mandiri was effectively recruited Commercial & Business Banking directorate non-managerial staff.