PERBANDINGAN PERSEPSI EFEKTIVITAS REKRUTMEN TRADISIONAL DAN E-REKRUTMEN DI INDUSTRI PERHOTELAN DI INDONESIA

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Abstrak - Rekrutmen mulai berkembang dengan menggunakan internet sebagai media rekrutmen pada era ini. Rekrutmen secara *online* ini lebih dikenal dengan e-rekrutmen. Penelitian ini bertujuan untuk menganalisa perbedaan persepsi efektivitas rekrutmen tradisional dan e-rekrutmen di industri perhotelan di Indonesia. Metode yang digunakan pada penelitian ini adalah *mix method,* yaitu metode kuantitatif sebagai metode primer dan metode kualitatif sebagai metode sekunder. Metode kuantitatif dengan total jumlah 100 responden yang bekerja di hotel berbintang di seluruh wilayah Indonesia. Metode kualitatif dengan total jumlah 3 informan yang bekerja di hotel berbintang yang berbeda di wilayah Surabaya. Teknik analisis yang digunakan pada penelitian ini adalah uji beda dengan *wilcoxon signed rank test*. Hasil penelitian yang diperoleh peneliti menunjukkan terdapat perbedaan yang signifikan antara persepsi efektivitas rekrutmen tradisional dan e-rekrutmen.

Kata Kunci: Efektivitas, Persepsi, Rekrutmen Tradisional, E-rekrutmen, Hotel.

Abstract - Recruitment has started to expand by using internet as recruitment media nowadays. This recruitment by online is better known as e-recruitment. This study aims to analyze the differences of effectiveness perceptions of traditional recruitment and e-recruitment in hospitality industry in Indonesia. This study uses mix method, with quantitative method as primary method and qualitative method as secondary method. A quantitative method with 100 respondents work in star hotel in Indonesia. A qualitative method with 3 informant work in different star hotel in Surabaya. The analysis technique used is wilcoxon signed rank test. Research shows that there was a significant differences between effectiveness perceptions of traditional recruitment and e-recruitment.

Keywords: Effectiveness, Perceptions, Traditional Recruitment, E-recruitment, Hotel

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