

ABSTRACT

PT Kalimantan Prima Persada (KPP) faces challenges in meeting its Group Leader (GL) recruitment target, with only 60% of the 90% target achieved in 2022-2023. Significant monthly fluctuations (9%-71%) indicate the ineffectiveness of recruitment strategies, which could potentially hinder the company's expansion.

This study aims to analyze the dominant factors that influence the effectiveness of Group Leader (GL) recruitment at PT Kalimantan Prima Persada (KPP), particularly in the context of the competitive mining industry. The research method used an explanatory quantitative approach with Exploratory Factor Analysis (EFA) techniques. Data was collected through questionnaires from 136 respondents (15 HRD teams and 121 GL candidates).

The research variables included 10 factors, such as recruitment sources, selection methods, employer branding, recruitment technology, user department involvement, organizational culture, compensation and benefits, company regulations, candidate experience, and candidate diversification, which were measured using a Likert scale to obtain data that could be analyzed statistically.

The results of the Exploratory Factor Analysis (EFA) successfully identified six main factors. The most dominant factor was internal recruitment quality and culture, followed by diversity, communication, and welfare as the second most significant factors. The research findings also revealed gaps in user department involvement and candidate diversification strategies.

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recruitment quality and culture, and the second factor being diversity, communication, and well-being as the most significant. The findings also revealed gaps in user department involvement and candidate diversification.

Strategic recommendations include strengthening organizational culture and compensation systems, increasing user department involvement in the selection process, integrating AI-based recruitment technology, and developing employer branding programs that focus on candidate experience. This study contributes to mapping critical factors in GL recruitment in the mining industry, which has been limited in previous literature. A suggestion for further research is to test this model in mining companies with similar characteristics.

Keywords: *Recruitment Effectiveness, Group Leader, Mining, Exploratory Factor Analysis (EFA), Organizational Culture, Employer Branding.*