

## **ABSTRACT**

*As technology continues to develop, organizations are increasingly relying on online platforms to attract, assess and select potential candidates. In the digital era, organizations are increasingly relying on online platforms to acquire talent, driving the need to understand how these changes impact the performance of hired employees. This research aims to explain the effect of online recruitment on employee performance in a company.*

*This research uses qualitative research methods, which are collected through interviews. The selected informants involved involvement with a diverse sample of employees who had undergone the online recruitment process with documentation in the form of photos and recordings as well as the experiences of these individuals. This research sought the impact of online recruitment on their performance results.*

*It is hoped that the findings of this research will contribute valuable insights for both academics and practitioners. Understanding the influence of online recruitment on employee performance through qualitative research methods can provide information for organizations to refine their recruitment strategies, thereby increasing the overall effectiveness of the talent acquisition process. In addition, this research can explain the evolving nature of employer-employee relationships in the digital era.*

**Keyword :** *Online Recruitment, Employee Performance, 4.0 era*