

ABSTRACT

Despite Indonesia's demographic bonus, the public sector faces challenges in attracting high-quality talent amid increasing competition with private organizations. The country ranks 61st out of 132 countries in the 2023 Global Talent War, which indicates difficulties in luring high-quality talent. This study examines the influence of Public Service Motivation (PSM) and Organizational Reputation on public sector attraction among Generation Z employees at Otoritas Jasa Keuangan (OJK). Using data collected from 70 Gen Z employees through questionnaires, the multiple linear regression analysis revealed that both PSM and Organization Reputation positively influence public sector attraction, with Organization Reputation demonstrating a substantially stronger effect. The results provide practical implications for human resource managers in government agencies and regulatory bodies aiming to develop effective recruitment strategies targeting Generation Z talent.

Keywords: Public Service Motivation; Organizational Reputation; Generation Z; Public Sector Attraction; Otoritas Jasa Keuangan; Indonesia