Job Selection Priorities and Intention to Apply: Research Model Propositions

Inta Hartaningtyas Rani[1], Jara Hardiyanti Jalih[2], Lestari Adhi Widyowati[3]
{intahartaningtyas@itb-ad.ac.id[1], jarahardiyanti@itb-ad.ac.id[2] , lestariadhi@itb-ad.ac.id[3] }

Ahmad Dahlan Institute of Technology and Business Jakarta.

Abstract. As talent wars show, a company's various human capital can offer competitiveness and agility. Organizations should provide a desirable employment environment while considering the target's expectations. The demographic bonus 2030 for Indonesia emphasizes the significance of the recruiting process enhancement that enables the business to select valuable personnel from a pool of job applicants. This study primarily aims to propose three research models related to the priorities of the younger generation in choosing a job and their intention to apply for a job, taking into account the antecedents of intent to apply variables from earlier studies such as organizational attractiveness, person-organization fit, and social media usage as supporting variables. A systematic literature review approach has been used to build the relationship. This study also provides future comprehensive research materials to be tested empirically.

Keywords: Generation Z, Intention to Apply, Job Selection, Qualitative Study.

1 Introduction

To better understand how to recruit talent by increasing their Intention to Apply (IA) for a Job, numerous studies across age cohorts have been done. Evidence from some of their quantitative investigations [1], [2] shows that Organizational Attractiveness (OA) influences IA in both direct and indirect interactions positively. A significant amount of research has focused on how the job search influenceaffectses attitudes and experiences when they look for work and decide which applications to submit [1]. One study [3] looked at how candidates saw OA. Additionally, debates concerning the reasons for the rise in turnover for new talent have shifted in recent years from demand-side issues like skill sets to appropriately discussed Person-Organization Fit (PO) criteria, which is largely true mainly accurate supply sect For a company's specific recruitment messaging to be successfully received by candidates, it must also consider most effective channels to deploy; one of these is social media (SM)[2].

As a result of this factor's importance, companies are quite interested in researching employee application selection priorities. The perspective of the young generation (Gen Z) various personal expaboutrding selecting a profession seems to include clarity. The crucial question is whether these young people are keen to adhere to classic organizational traits or refer to those who adapt to this changing environment and meet their preferences. It's more important than ever to understand Gen Z's expectations. Regarding preferred professional backgrounds, [4] findings corroborate several studies that found Gen Z likes teamwork in a nearby room, has a practical need for growth, wants to be coached by their senior officers, enjoys a strong relationship, and needs stability. Organizations must meet various youth expectations regarding OA, PO, and SM.

This study focused on the impact of job selection priority (JP) on individual assignment (IA) in various models, taking into account the supporting roles of OA, PO, and SM with a focus on the mid-aged members of Gen Z. Theoretically, the research's findings would broaden the body of literature on research models by allowing for future investigation, notably in cohort theory and the practicalities of talent acquisition in general. Organizations will be able to concentrate more deliberately on their hiring methods and how to integrate Gen Z into the business if they know candidates' expectations and the connection to IA's ancestors.

2 Models Development

Cite Ajzen's theories of planned behavior (TPB)[5], which demonstrate that a person's behavior, norms, and control beliefs are covered in the most extensive research that encapsulates their behavior drivers. Keeping competitive strength is a crucial and essential part of talent acquisition competency, in conjunction with resource-related theory [6], [7]. The synergy between exogenous variables caused the relationship between dynamic capabilities and corporate effectiveness, including the personnel. Due to the workforce's diversity, each generation needs a unique perspective. Here, the generational cohort theory [8]is relevant. Even though there are several significant disparities between ages, proximity to people from various generations is probably a factor in what they have in common.

The evolving role of OA, PO, and SM as antecedents of IA is summarized from numerous previous studies and shown in the table below.

Table 1. Relationship Summary of the Supporting variables.

Variable	Relationship to IA
Organization Attractiveness	It was [9] who first proposed the idea, which has since been developed by[1], [2], [10], [11], resulting in a general agreement that OA is a crucial element in defining IA.
Person-Organization Fit	The role of P-O fit as a mediating variable to IA was studied by [10] and [12]. [10] a hiring statement's clarity and the IA to companies were correlated via the P-O fit. [12] further validated the P-O fit's significant mediating role, finding that a company's reputation first encourages applicants to identify psychologically with the business before prompting them to consider looking for a professional career. Additionally, [13] discovered that P-O fit perceptions should consider an individual's preferences for job search strategies.
Social Media Usage	The influence of social media on potential employees' decisions to voluntarily apply for a job with a company is significant [12]. According to research, aggressive SM and recruitment significantly impact a graduate's application intentions [14], which further contrasts with[2].

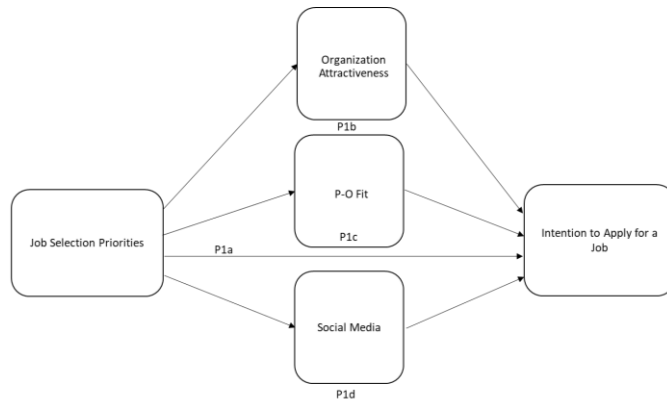## 2.1 Job Selection Priorities as Independent Variable

Workers from the new generation have distinct personal and professional aspirations from those of earlier generations. Currently, businesses are struggling to deal with Generation Z and their diverse preferences and desires. According to [15], people prefer to work for companies that are valued as more than just a number and can make a substantial contribution. A cross measure to categorize and use OA factors was examined by [16]. OA is the culmination of a company's desirable qualities that appeal to a specific market [17]. These qualities are distinguished by a positive first impression and a suitable group of financial and non-financial (psychological and conceptual) advantages for differentiating a company in the labor market [11]. A higher OA indicates that applicants' judgments of organizational value are more significant. The benefit of being aware of people's perceptions of how desirable it is to work for a company that values collaboration may be summed up as OA.

Valuable workers tend to select organizations whose morals align with the institutions. The P-O fit theory developed by [18] contends that some organizational components have the potential to be consistent with the desires of their workforces. When someone believes that their expressed behaviors will have the desired effect, they are more likely to engage in that activity [19]. Firms actively pursue P-O fit, especially in responding to Gen Z employment preferences, to reap the rewards of investments in an efficient recruitment process. Candidates choose companies based on their perceived P-O fit, while recruiters use P-O fit when hiring applications.

[20] dispelled the Generational worry by demonstrating that a company's media presence attracted employment prospects. Modernization would essentially be a knowledge exchange where technology is seen as equity and gives businesses' inventive expertise a competitive advantage [21]. Technology must develop corporate image capabilities if SM applications become a fully developed phenomenon in advertising. SM alludes to the online applications businesses use to entice and welcome candidates to apply for jobs. Although the originator of the content does not necessarily represent the organization, shared comment threads, opinions, and suggestions on social media can significantly impact how appealing the organization appears [22]. According to [23], employers can use social media platform features to model and communicate their brand and stay in touch with prospective hires. The accumulation of SM, particularly by relatively young prospective applicants, persuades businesses to invest in such marketing to enhance their company's reputation for SM recruitment [2].

Little more than a consequence, the first model can be suggested as:

P1. The young Generation's priority in choosing a job is essential to determine their intention to apply for a job directly or through the OA, PO, and SM in the recruitment message announcement.
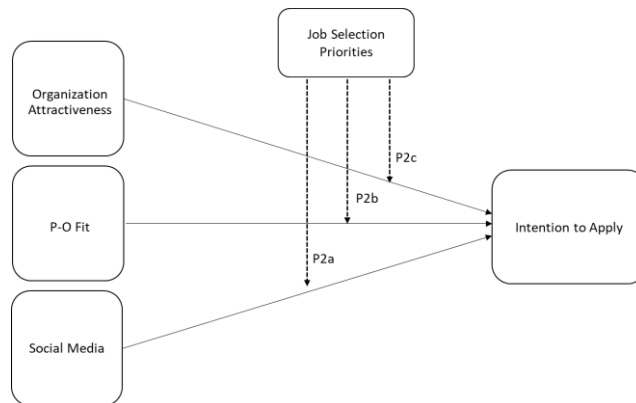
Fig. 1. Job Selection Priorities as Independent Variable.

2.2 Job Selection Priorities as Moderating and Mediating Variable

[24] developed JP scale in his white paper. There has been insufficient research into what generation Z intends to apply for jobs, with only a few perspectives on their preferences. Confirming the Gen Z JP scale to test it in the cohort characteristics field is another implicit future research goal. To do this, every statistical path should be included in the consideration. To the author's knowledge, only two studies—one in India and one in Romania— [25] and [4] have used it out of the 68 times the JP scale has been quoted.

To fill this gap, in this study, JP is suggested to be a powerful determinant of IA both as moderating and mediating variable.

P2. To strengthen the already positive relationship between antecedent variables and IA, the company can consider the young Generation's priority in choosing a job to arrange the benefit of the work.

Fig. 2. Job Selection Priorities as Moderating Variable.

P3. The young Generation's priority in choosing a job can bridge the relationship between antecedent variables and IA.
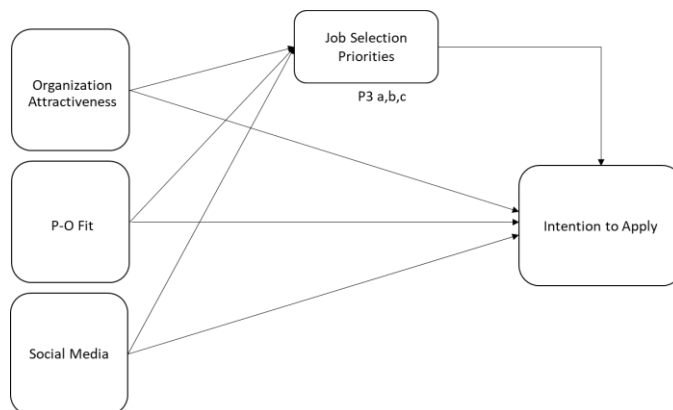
Fig. 3. Job Selection Priorities as Mediating Variable.

2.3   Proposed Research Methodology

These models are suitable to be empirically tested using the sequential equation method (SEM). Future studies can choose the supporting software as SmartPLS, AMOS, or Lisrel based on the proper context of the research take; the proposed questionnaire had 25 indicators that examined all different variables within the framework of the indicators utilized in this study. Unless otherwise stated, scores are determined on a scale from Strongly disagree (1) to Strongly agree (5).

- Twelve questions from [4] can be utilized to gauge generation z's preferences for full-time employment.
- Three things from a scale created by [26] and somewhat modified by [9] was also used by [1] and[10] to measure organizational attractiveness.
- Three items created by [18] were utilized by [10] & [12] to assess the person-organization fit. The evaluation criteria were also used in this investigation.
- Three items adapt the scale from [27] for use with social media, [2] made several changes to it. The original purpose of the measure was to promote institutions and open positions.
- Four measures of intention to apply were borrowed from [26] and [9], which were also utilized by [2], [10], and [12].

3   Conclusion and Recommendation

To enhance their work resources and foster a big applicant pool, businesses must improve their understanding of young people's JP. It makes sense to presume that the organization will have a variety of options for recruitment and hiring with a well-known candidate pool. Talent competition is not a problem for firms with all these possibilities.

Therefore, it is strongly advised that empirical research be done in many fields to discover whether any research models provide comparable conclusions. Given that the JP indicator is relatively new, more research on these linkages is needed to understand the results correctly.

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