

Exploring Work Values, Job Interest and Willingness to Apply On-Farm Occupation (Case Study: IPB University Students)

Sri Nur Elita Ermis¹, Anggraini Sukmawati², Farit M Afendi³ and Nor Siah Jaharuddin⁴
{elita_3010@apps.ipb.ac.id¹, anggrainism@apps.ipb.ac.id², fmafendi@gmail.com³}

Management Department, Faculty of Economics and Management, IPB University, Babakan, Dramaga, Bogor, West Java, 16680, Indonesia^{1,2}

Statistics Department, Faculty of Mathematic and Natural Science, IPB University, Babakan, Dramaga, Bogor, West Java, 16680, Indonesia³

Abstract. Society's confidences of business are changing, and an increasing act of applicants pre-assess the societal and environmental execution of companies before choosing an employer. This study aims to analyze the differences in work values among students in IPB University to find out the type of work they enjoy so they can work in companies that are in accordance with their talents and interests. Descriptive statistical and PLS-SEM analysis were used to analyze the effect of work values to job interest and willingness to apply on-farm occupation. This paper used probability sampling with stratified random sampling technique and got 217 samples. There are five dominant values; ethics and integrity, responsibility, work conditions, opportunity of personal growth and use of ability and knowledge in work. Work values effects job interest positive significantly but work values is not affects willingness to apply significantly. Dominant factor of job interest is colleague/ family influence.

Keywords: Career choice, competency, generational Diversity, PLS-SEM, work ethics.

1 Introduction

Workforce demographic are changing (Armstrong & Crombie 2000). While this may not be happening as fast as once predicted due to the poor economy, employee demographic are shifting toward a more diverse mix of employees (Murphy 2011). Currently students was born in 1998-2001 (Cran 2014) so they belong to Generation Z will enter the workforce in the next 2-3 years. Their expectations of first job are realistic. Generation Z always try a new skills to get a meaningful work so they can enjoy the life (Mathew 2016). Barr (2017) found the characteristic of Generation Z are interest in technology, less brand loyalty, have more positive attitude, but less brand loyalty and are much less likely to choose farming as an occupation.

There was a decrease in the percentage of work suitability with graduates at IPB University in 2016-2018 (IPB 2013). In 2016 there were 76.49 percent of graduates working in their fields, in 2017 there were 74.44 percent and in 2018 only 70.02 percent. Lin *et al* (2015) stated that in the global marketplace, the characteristics of college student have to manage in a different way so we can ensure that they are maximally productives to compete with the others. Previous research has shown that positive organizational performance is related to willingness to apply in the right job (Schwartz 1999).

The interest of job seekers can enhance by company. They will be more eager to apply if the job content is aligned with they interest (Crowder 2017). It would be better for both enterprises and applicants when the right candidate is chosen for the right job (Peterman *et al* 2016). Chi H *et al* (2018) in their study found that willingness to apply is effect by job interest, salary, and corporate image. They also state that the main factor of them is job interest.

As we know that Sustainable Development involves an economics outcomes, environmental, and a broad view of social. In order to boosting productivity, reducing staff turnover, and increasing staff morale and commitment, company and employee values should be aligned. It also providing a suitable work-life balance and clearly demonstrating a concern for health and safety. Previous research found that 70% of staff said that in the past year, their productivity has increased because they were committed to the values of the company. In contrast, only 1% had improved their productivity because they were not committed to the values of the company. Survey also found that 80% of respondents who believed their company had strong ethics would recommend their organization. In comparison, among workers who feel their bosses lack integrity, only 20% would recommend the workplace to recruits (World Business Council for Sustainable Development).

To get the right candidate for the right job, company management needs to know work values that they looking for in the future (Wang 2019). Its also to may influence a job seeker's decision to apply a job (Johnson 2017).

The purposes of this research is to know how much interest students have in working in agriculture so company especially for on farm-occupation can find out their next talents. This study also analyze the differences in work values among students in IPB University to find out the type of work they enjoy so they can work in companies that are in accordance with their talents and interests, and the company can find out how much interest students have in working in agriculture. The work values of students in Indonesia needs to be studied in more depth.

2 Literature Review

2.1 Work Values

The work values of employees are different in each generation (Lin 2015). The work values of employees should be understanding by organization because it will help organization in achieving higher performance. According to Crowder (2017), organizations need to understand the values of work held by each generation in the workplace. By knowing work values that form the basis of employee work behavior, organizations can build strength, be more cohesive, and will increase productivity. Work values can affect job satisfaction, performance, company loyalty and longevity and turnover. Research from Anantatmula & Shrivastav (2012) shows that there are differences in attitudes, values and work ethics in each generation. Work behavior referred to in this study is the work behavior of employees, namely how people in the work environment can actualize themselves through work attitudes, including the enthusiasm and excitement of work based on the work values adopted.

Basic values include prestige, social, extrinsic, and intrinsic (Schwartz 1999). There are 10 work values according to Schwartz (1999), namely security, conformity, tradition, universalism, self direction, benevolence, power, hedonism, achievement, and stimulation. power, achievement, hedonism, stimulation, self direction, universalism, benevolence, tradition, conformity and security. Firdausy (2017) uses 5 aspects of work values, namely rewards, opportunities, organization, work and people. While Fahreza (2018) uses 6 aspects of work values, namely organization, compensation, work, teamwork, pride and performance. Ralston *et al.* (2017) in their research found that in collectivism values there were significant region differences change between the low and moderate development regions and also between the high and moderate development regions.

Research conducted in China and Taiwan conducted by Lin *et al.* (2015) found that there are differences in the values of work between the two countries. Available six work values are used, namely quality of life, dreams, wealth, not feeling confused at work, opportunities to continue study and promotion opportunities. Murphy (2011) uses 25 aspects of work values, which can be shown in Table 1.

Table 1. Aspects of work values according to Murphy (2011)

No	Work Values	No.	Work Values
1	Achievement at work	14	Permanent work
2	Opportunities for promotion	15	Job Status
3	Insurance, retirement, leave, vacation	16	Meaningful work
4	Proud of working in a company	17	Opportunity to become a better person
5	Contribution to the community	18	Interaction with the environment
6	Flexible working hours	19	Compensation
7	Co-workers	20	Recognition after doing a good job
8	Respect	21	Responsibilities
9	Feedback	22	Fair and caring boss
10	Independence at work	23	Using abilities and knowledge at work
11	Influence in organization	24	Working conditions, comfortable and clean
12	Influence on the job	25	Ethics and integrity
13	Interest in work		

Table 1 shows 25 aspects of work values which will be used later in this study. Valickas (2017) in his research found that there are differences in values adopted by the baby boomers and Y generations. Baby boomers are the generation of workaholics while the Y generation prefers free time at work and wants to work in jobs that are meaningful and attractive to them.

2.2 Job Interest

The balanced theory of career management posits that both organizations and individuals have their respective responsibility in managing career of employees. This responsibility of career management becomes critical for HRM function as this function is responsible for the strategic HR practices in organization. The long term commitment in organizations would exist only if the job in question matches the career expectations of the individuals. The major challenge facing the industry today is high performers in the experience range of two and five years leaving their jobs or returning to schools for higher education so that their career expectations are met.

These individuals are in the age group 18 to 23 years. These are the Generation Z who have higher career expectations, always demand meaningful work, and seek for constructive feedback and positions of influence within their organizations (Mathew 2016). There are so many definition of job interest. Job interest refer to willingness, reachable dreams and career targets that an individual wishes to gain (Armstrong & Crombie 2000). Career interest refers

to the goals of an employee. The review of specific characteristics of Generation Z and their career interest thus points to need for organizations to have specific HR practices that address this need.

Chaplin (1995) has three categories of interest; first, interest is an ongoing attitude that captivates someone's attention, so that he makes himself selective about the object of his interest. Second, interest is a feeling that states that an activity, job, or object is valuable or meaningful to individuals. Third, interest is a motivational state, or a set motivation, which guides behavior heading in one direction (toward a certain target).

2.3 Job Application Willingness

The willingness to apply is the job seeker's desire to work in a certain business organization (Ehrhart & Ziegert 2005). Chi (2008) found that a willingness to apply has significant positive effects from job interest, salary, and corporate image. Willingness to apply describes the job seeker's desire to work in a certain business organization (Ehrhart & Ziegert 2005). Chi (2018) found that a willingness to apply for a job has significant positive effects from corporate image, salary, and job interest. Both salary and job interest will exert moderating effects on willingness to apply, and job interest has a stronger influence than salary. This appeal is a key to company competitiveness. If a company possesses strong attraction for talent, it will have a greater opportunity to select gifted employees.

Estimates show that the labor markets of agricultural graduates have not been able to absorb 25-50 per cent. According to annual economic reviews and reports by the Central Bank of the Islamic Republic of Iran, during the recent five-year period of 2010-2014, almost 250,000 agricultural and veterinary science students have graduated from Iranian universities, while a far greater proportion of them were unemployed than employed in non-agricultural jobs. Thus, career trajectories are not a matter of matching required and possessed skills (Syharifzadeh 2017). It seems that agricultural colleges have failed to impart the necessary business and soft skills for graduate employment.

Workforce demographics are changing (Armstrong & Crombie 2000). While this may not be happening as fast as once predicted due to the poor economy, employee demographics are shifting toward a more diverse mix of employees (Murphy 2011). Currently students born in 1998-2001 (Cran 2014) so they belong to Generation Z will enter the workforce in the next 2-3 years.

3. Research Methodology

3.1 Types and Sources of Data

Type of data that used in this study is primary data with questionnaire. Sources of data from this study were obtained from the official website of the Indonesian Statistics Center. In addition, researchers also use other secondary data such as books, articles, news, journals, and other scientific studies that are relevant to this research.

The data collection method used in this study is the distribution of questionnaires both directly and through google forms and literature studies. The questionnaire was distributed to respondents who were the samples in this study, namely undergraduate students at IPB University at agriculture and non agriculture faculties who will graduation on next year. To get sample for this study use stratified sampling technique with faculties as strata. Minimum sample that have to used is 150 (indicator x 5). This study got 217 samples from IPB University. It means that sample is more than minimum frequency.

3.2 Data Processing and Analyzing Methods

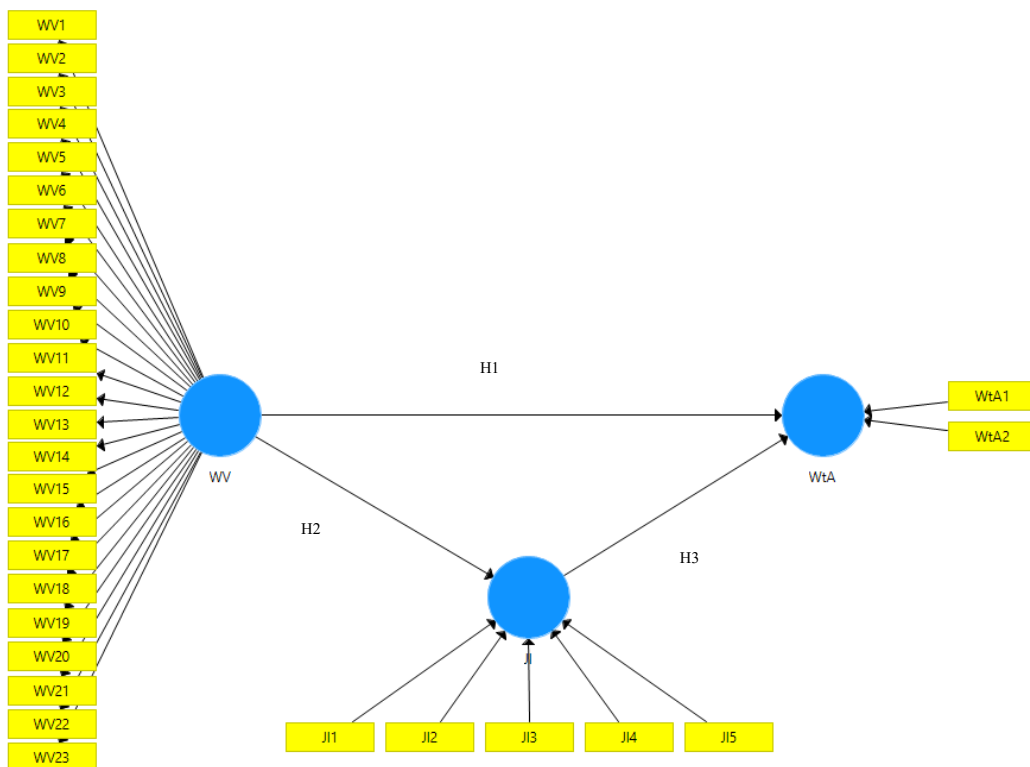


Figure 1. Model design

Hypothesis

H1 : Work Values (WV) affects Willingness to Apply (WtA) students on farm occupation when choose a career.

H2 : Work Values (WV) affects Job Interest (JI) students on farm occupation when choose a career.

H3 : Job Interest (JI) affects Willingness to Apply (WtA) students on farm occupation when choose a career.

The data collection method uses online questionnaire which shared to IPB University. Identifying work values using 25 work values according to Murphy(2011). Identifying differences between IPB University student about values which they looking for at work. Analyze the effect of job interest and willingness to apply on-farm occupation using PLS-SEM (Partial Least Squares-Structural Equation Modelling) methodology.

Table 2. Dimensions of latent variables and indicators

Variable	Definition	Indicator	Source
Work Values (WV)	Are expressions of general values within the context of work that are assessed and can be ordered by importance. Work values are underlying criteria used to evaluate aspects of work and outcomes.	<ol style="list-style-type: none"> 1. Benefits 2. Proud to work 3. Contribution to society 4. Convenient hours of work 5. Co-workers 6. Esteem 7. Feedback 8. Independence 9. Influence in the organization 10. Influence in work 11. Job interest 12. Job security 13. Job status 14. Meaningful work 15. Opportunity for personal growth 16. Opportunity to interact with people 17. Pay 18. Recognition for doing a job 19. Responsibility 20. Supervisor, a fair and considerate boss 21. Use of ability and knowledge in work 22. Work conditions 23. Ethics and integrity 	Murphy (2011)
Job Interest (JI)	Is a motivational state, or a set	Motivational factors	George V,

motivation, which guides heading direction target).	1. The effect of learning behavior on one (certain target). 2. Colleague/ family influences 3. Social influence 4. Core of agriculture 5. Government/ company policy	Jimenez M, Munoz R Villapan do (2011)
Willingness to Apply (WtA)	Describes the job seeker's desire to work in a certain business organization.	1. Perceptions of agricultural workers 2. Perceptions of agricultural business organization.
		Ehrhart & Ziegert (2005)

4. Empirical Results

4.1 General Background

IPB is the first agricultural higher that was formally established on 1 September 1963. The history of IPB began from the establishment of the Faculty of Agricultural Science, University of Indonesia in Bogor. The faculty establishment was the origin of IPB and at the same time marked a new phase of agricultural higher education in Indonesia. Bung Karno (1952) said that the food problem can be solved by experts. Bung Karno did not take a shortcut to solve the problem of that time by importing food, but by increasing the role of agricultural higher education institution to educate young people so that they would have the skill to build the farm and arouse people's awareness of the importance of food. One of the visionary thoughts that can be learned from his speech was the need for long-term planning in agricultural development. At the beginning IPB has four faculties but now IPB has 11 faculties.

4.2 Sample Characteristics

This study used description to analyze data. The description of the sample is as follows. In the aspect of gender, the majority were woman (66 per cent); in the aspect of age, the majority were under 25 (included); in the aspect of family background, the majority were from non-agriculture background (73 per cent); in the aspect of occupational ranking, the majority were said that lecturer is the most prestigious work (mean = 7.34) and farmer is on sixth (mean = 6.29).

4.3 Occupational Ranking

In this context, this study shows the most prestigious occupation according to final year students as respondents. Therefore, it will be influence their career choice. The result shows the most prestigious work according to IPB students is university lecturer, the second is agriculture lecture, and the

third is accountant. While farmer is ranked number six. It means that farmer belong to the rather prestigious category.

4.4 SEM-PLS Analysis

This study also used SEM-PLS to analyze the effect of work values to willingness to apply on-farm occupation with job interest as moderating variable. Work values is reflected by 23 indicators. Each indicator are asked to respondents through questionnaire with five-scale-Likert. There are two models in structural equation modelling, inner and outer model. Models of this study are evaluated using SmartPLS 3.0 with the results below.

Outer Model Evaluation

Evaluation of the outer model can be used to see how the manifest variable shows the latent variables to be measured. In this evaluation there are 3 types of tests, convergent validity, discriminant validity, and composite reliability.

a) Convergent Validity

Convergent validity was assessed based on the correlation between item scores and construct scores calculated with PLS. The item will be categorized valid if the loading factor is 0.70 and above. Therefore, indicators with loading factors less than 0.70 will be erased from the model. The first calculation before the elimination of invalid indicators can be seen in attachment 1. There are 30 indicators and 3 latent variables in the model. After calculating PLS Algorithm using SmartPLS 3.0, there are 11 indicators (Indonesia) categorized as invalid indicators because the loading factor is less than 0.7. Revised of outer loading shows the outer loadings after elimination of invalid indicators that all indicators are valid because all of the loading factor are more than 0.7.

b) Discriminant Validity

Discriminant validity is an analysis to see whether indicators can reflect latent variables or not. This analysis can be known based on AVE (Average Variance Extracted) Rate of each variables. AVE rate of each variables must be higher than 0.5. AVE rate of each latent variables is shown in Table 3.

Table 3. Average Variance Extracted (AVE) Rate

Variable	AVE	Discriminant Validity
WV	0.605	Valid
Mediating Effect	1.000	Valid

Table 3 shows that the AVE rate of all latent variables are above 0.5. This means that the AVE rate of all variables are good and all latent variables considered valid.

c) Composite Reability

In addition to construct validity test, construct reability tests also needed and was measured by composite reability value of each latent variables is above 0.70. Table 4 shows composite *reability values* from this model. Table 4 shows that the Composite Reability of all latent variables are > 0.70 so that they are reliable.

Table 4. Composite Reability

Variable	Composite Reability	Reliability
WV	0.958	Reliable
Mediating Effect	1.000	Reliable

Inner Model Evaluation

This analysis is used to test the hypotesis by using *bootstrap* to see the value of *T-Value* and *path coefficient*. Through this test, we can see if exogenous latent variables significantly affects endogeneous latent variables or not. The hypotesis can be accepted if the original sample value is more than > p value. The original sample is served to see the relationship between latent variables (positive or negative). Figure 2 shows the affect from each latent variables.

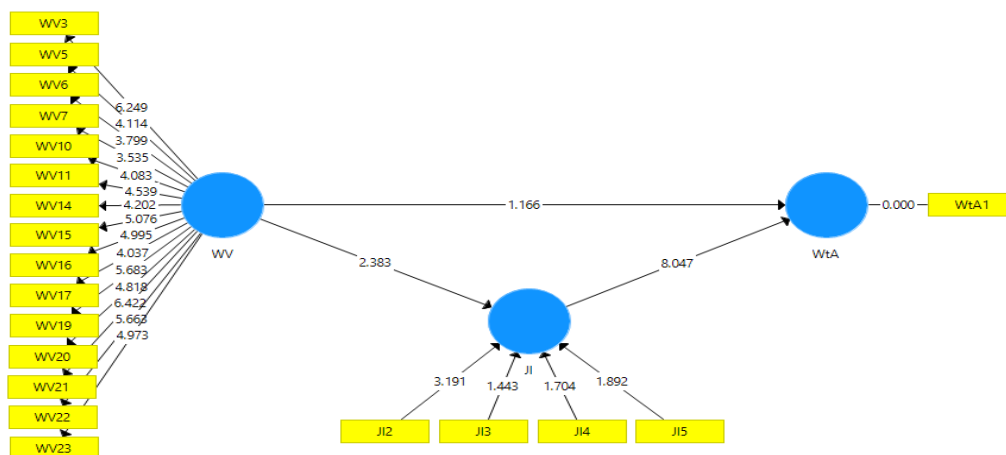


Figure 2. Inner Model (T-statistic)

Table 5. Result of *Path Coefficient*

Variables	Original Sample	P Values	Hypotesis
Work values → Willingness to Apply	-0.095	1.166	Not Significant
Work Values → Job Interest	0.206	0.206	Significant
Job Interest → Willingness to Apply	0.488	0.488	Significant
Mediating Effect → WtA	0.100	2.285	Significant

The result from *bootsraping* process of each variables for this study is shown in Table 5. Table 5 shows that work values have a significant positive influence on job interest and job interest has a significant positive influence on willingness to apply. Work values not effect willingness to apply significantly but job interest as mediating variable effect willingness to apply significantly (pure mediating).

5. Conclusions

Work values towards job interest significantly in IPB. By sample analysis, dominant work values are ethics and integrity, responsibility, work conditions, comfortable and clean, opportunity of personal growth, use of ability and knowledge in work.

The study also found that willingness to apply is influenced by job interest. From models, we know that students only willing to apply a job if they are interested.

Therefore, from the mediating effect analysis, we know that job interest as mediating variable effect willingness to apply significantly (pure mediating). In other words, Indonesian students take job interest into consideration.

In the aspect of job interest, colleague/ family influence is dominant factor. There is problem because effect of learning is not significant. University have to make sure that students has knowledge of agriculture careers more to increase their interest (Sharifzadeh 2017). Lack of knowledge means they don't understand the full breadth of job types available to them. Therefore, its need to prove that an agriculture career can give them all the things they are looking for in a career.

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