



What is Attractive to Intention Job Seeker?

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ABSTRACT

This study aims to investigate which factors employers should focus on in their job-seeker strategies. The present study tested the respondent perception and analyzed relationships between social media, brand corporate, and career choice about intentions to apply for a job. Electronic questionnaires were distributed to students at higher education institutions in Malang. The proposed model is analyzed based on 136 responses related to two well-known Indonesian firms, they are BUMN and Government institutions. The results indicate that several employer attributes are positive for social media, brand corporate reputation, and career choice to intention job seekers, which again is related to the attraction of potential employees. Specifically, social media is the strongest predictor of intentions to apply for a job. The research is original in the way it combines social media, brand corporate, and career choice and this will be of value to employers in their recruitment processes.

Introduction

Every student who continues their studies at the tertiary level has the hope of having a better life by obtaining an established job and a stable income. This hope can be realized with earlier preparation through career planning by choosing a company that is considered appropriate. Various types of companies, both government and private companies on a local, national, and even global scale, provide limited job opportunities so it becomes a challenge for job applicants in the job selection process. The desire or intention to become an employee is currently still an attractive option for society in general and students, which is shown by most people working in companies rather than entrepreneurship. Work intention shows a person's willingness to obtain and realize the desired job. The intention to work in a company is very

attractive to students because of the minimal risk they bear and earn a stable income. In addition, the intention to work will be examined using the theory of planned behavior (TPB) approach which will be measured from attitude, subjective norm, and perceived behavior control. According to (Sivertzen et al., 2013) work intention describes job suitability and makes it more self-confident which is influenced by social media and corporate branding, (Zulfikarijah & Mohyi, 2022) states that work intention is influenced by career choices, (Chhabra & Sharma, 2014) corporate brand influences the intention to work. However, research on job seeker intention is still very limited.

Social media is one result of the development of information technology which is very helpful in interacting with various parties. The benefits of using social media are felt in various activities, both business and non-business. Social media in the form of Twitter, Facebook, WhatsApp, LinkedIn, Instagram, and websites can convey information to those who need it. In addition, social media is an interactive means of communication that can be accessed by anyone. The availability of social media both containing company information and job vacancies helps job seekers in finding suitable jobs. Social media that is quite old is Facebook which helps companies, as stated by (Ainin et al., 2015) Business owners can fully utilize Facebook functions for marketing, and promote their products, services, and brands such as sharing, tagging, messaging, commenting and notifying at a cheaper cost. Nevertheless, Citizen Engagement through Government Social Media (CEGSM), during times of crisis, is not optimistic (Chen et al., 2020). The widespread use of social media may provide opportunities to help reduce failure (Guntuku et al., 2017). Social media users are often tied to groups or communities, (Habibi et al., 2014a) stated that many groups in social media are centered on a certain brand.

Every company in recruiting requires employees who are reliable and credible, therefore it is necessary to build a corporate brand. The corporate brand is the identity of a company that will be remembered and remembered by the public, especially job seekers. In other words, to get the best employees, the company must have a good corporate brand as well. Corporate brand is important for every organization because the increasingly sensitive and astute public wishes to know more about organizations' ethical and environmental issues (Tuškej & Podnar, 2018). In addition, the corporate brand is a key issue for any organization to build on employees' commitment, performance, and satisfaction (Buil et al., 2016).

Favorite companies where students look for work are state-owned enterprises and government agencies. These companies have a very well-known corporate brand and are in great demand by job seekers as shown by the large number of applicants at the time of recruitment. Corporate brand as a symbol of pride is shown by reputation, attractiveness, image, and brand equity. will be a measure of student status and pride, The importance of brand and reputation is well known in the product market, and has recently become salient as well in the labor market including the recruitment process (Sivertzen et al., 2013).

Career choice is a process that arises from within a person in determining the type of work to be occupied, both now and in the future (Zulfikarijah & Mohyi, 2022). Career choice is very important in determining a career in the present and the future. Everyone with various backgrounds has different career choices as well. It is the point where an individual would have to make a huge decision on where to work for the rest of their life (Jamil, 2019).

The main purpose of this paper is to identify potential employees' perceptions of employers and their intentions to apply for a job. We investigate how social media,

brand corporate, and career choice influence the intention to apply for a job. The research question we pose is therefore: How are potential employees' perceptions of the employers' use of social media, brand corporate, and career choice related to intentions to apply for a job?

Findings from this study will contribute theoretically to the literature on the use of social media, brand corporate, and career choice in particular, and the practical field of HR and recruitment in general. Increased knowledge of potential employees' perceptions of the use of social media will enable organizations to aim their employer recruitment actions more purposefully. A further contribution implicit in the study will be to validate social media and brand corporate. This scale was developed in a study by (Sivertzen et al., 2013), (Babikova & Bucek, 2019), and (Zulfikarijah & Mohyi, 2022).

Literature Review

Intention job seeker

Intention to work is interpreted as an effort to find out the motivation that influences the behavior of job seekers in the form of how strong people are willing to try and make efforts to realize the plan. In general, the stronger the intention to engage in a behavior, the more likely its performance is. Meanwhile, job seeker intention according to (Babikova & Bucek, 2019) and (Chhabra & Sharma, 2014) is a person's desire for the job he will be engaged in. Meanwhile, the indicator of job seeker intention is based on TPB theory which is related to attitude, attitudes, subjective norms, and behavioral control which can be reduced to believe, bona fide, qualified, and assurance.

Social media

Social media is a means of socializing online that is not limited by space and time. Social Media advantage to become the most powerful force driving planning and decision-making, playing a crucial role in life (Amaro et al., 2016). The benefit of social media is that it offers particular potential and opportunities for governments to communicate with citizens during recruitment (Graham et al., 2015). Social media has brought revolutionary new ways of interacting, participating, cooperating and collaborating, and involving users in generating the content, and connecting with people through a many-to-many, rather than the traditional 'one-to-many', communication approach (Wittig, 1978). Social media dramatically changed the patterns of internet usage and the personality of internet users (Habibi et al., 2014).

The social media revolution has altered communication, the growing importance of users spending more and more time in the social media realm, and an increasing share of communication occurs within these new social network environments (Hutter et al., 2013). Social media takes many different forms, including both web-based and mobile technologies, such as internet forums, email, social networking sites (SNSs), blogs, microblogs, vlogs, wikis, and voice-over IP (Leung, 2013). Social media applications are used both internally and externally to reach citizens who are not using the traditional ways of interacting with the government (Mergel, 2013). Social media comprises a set of Web 2.0 technologies that enable stakeholders and government to communicate, collaborate, and engage in governance (Nguyen et al., 2015). Social media activities and participants' social media involvement with a Facebook fan page have positive effects on purchase intention (Hutter et al., 2013).

H1: Effect of Social Media on the intention job seeker

Company branding

Company branding is to create a company known, memorable, and distinguishable from competitors. Company branding is viewed as a positive and

favorable brand (Syed Alwi & Kitchen, 2014). Indikator brand company: employ and client focus, corporate visual, brand personality, consistent communication, human resources initiatives (Buil et al., 2016), identity, image, and reputation (Vernuccio, 2014). Consumeconfidences in their relationships with the corporate show if consumers perceive the corporate brand to allow them to reach personal goals (Sweetin et al., 2013). Corporate brand image will have a direct effect on loyalty (Syed Alwi & Kitchen, 2014).

H2: Effect brand corporate on the intentions of job seeker Career choice

Career choice is the field of work that job seekers will choose. Choosing a career and its concomitant program of study is probably one of the biggest decisions students will face in their lives (Shumba & Naong, 2016). There are several considerations in career choice, such as financial, job information, opportunity, social environment, challenges, and interests (Zulfikarijah & Mohyi, 2022). Students intending to pursue an accounting career concerning prestige and financial rewards, work-life balance, good citizenship and self-fulfillment, parents and subject teachers, friends, relatives, guest speakers, and interestingly (Byrne et al., 2012). Adolescence can choose careers appropriately based on values, interests, intelligence, and personality qualities as their strengths, in the end future have a chance of success in achieving and developing a career field in society (Hartano, 2020).

People's career choices are contingent on time, as during economic recessions employees focus more on job security and financial compensation (Wong et al., 2017). Career choice concentrates on individuals preparing themselves, entering, and participating in work (Savickas & Porfeli, 2012).

H3: Effect career choice on the intention of job seeker

Method

Procedure and participants

In the present study, we asked economic and business students through a Google form link to the survey about three well-known firms. Students are suitable for the present research as they are job seekers shortly and, hence, potential employees for the firms in question. The reason for choosing economic and business students, in particular, is that they are sought after among firms and in the work domain in general, and organizations have to compete to attract the best talents.

The two firms we based the questionnaire on are BUMN and the government (PNS). They are all national companies with several locations around Indonesia. These 2 companies recruit workers almost every year and are the companies that every job seeker hopes for. every recruitment is attended by thousands of prospective workers which shows that the interest of prospective workers is very strong and large.

A link to the survey was made available for the relevant economic and business students at different universities in Malang. We asked the respondents to state how familiar they were with these firms, and consequently to answer only the questions related to the firms they knew about. In total 136 economics and business students, 87 male and 49 female, answered the survey. Of the respondents, 40% were in the beginner semester, 32% were in the middle semester and 28% were in the last semester. There were 16% from Malang and 84% from others. There were 85% with no work experience and 15% had less than one year of work experience. The occupancy information from the family is 80% and the other is 20%.

Because of closely related means and standard deviation between the results from the two organizations, we have included the results from all two as one sample. In total, we have 136 answers. As the respondents could answer the question for more

than one organization, some of the respondents have done so.

Table 1. Measure

No	Variable	Indicator
1	Intention job seekers are plans to become workers in a company	1. Believe 2. Bonafide 3. Qualified 4. Assurance
2	Social media is a tool that supports social interaction using the internet or web-based technology that can turn communication into interactive dialogue such as creating a communication relationship	1. Easier access 2. Enable faster delivery 3. Cheaper 4. Accuracy
3	Brand corporate is an identity that can differentiate and be superior to competing companies	1. Reputation 2. Attractive 3. Image 4. Brand equity
4	Career choice is a future career plan based on your background	1. Financial, 2. Job information, 3. Opportunity, 4. Social environment 5. Challenge and interest

Based on the operational definition and referring to previous research conducted by (Sivertzen et al., 2013) and replicated by (Babikova & Bucek, 2019), this research develops it by adding career choice variables, so the research model is as follows:

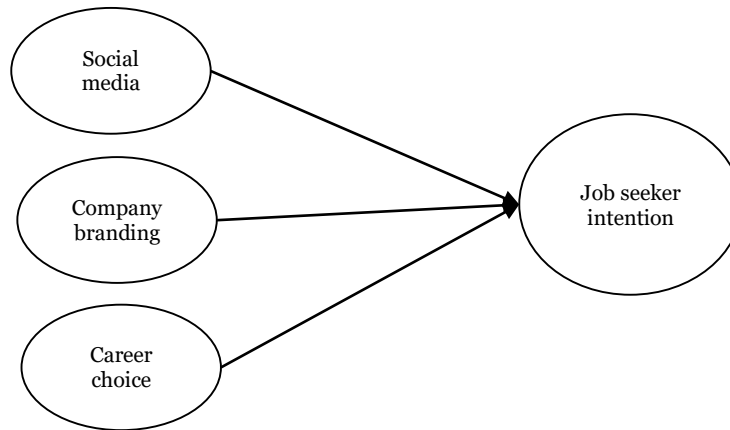


Figure 1 Research model

Result and Discussion

Validity test

The validity test is used to measure the validity of the research questionnaire or the validity of the research data which can indicate the degree of consistency between the research object data and the results of the records.

Table 2. Validity test

Variable	Item	R count	R table	Adverb
Social media (X1)	X1.1	0,802	0.167	Valid
	X1.2	0,720	0.167	Valid

Variable	Item	R count	R table	Adverb
	X1.3	0,676	0.167	Valid
	X1.4	0,464	0.167	Valid
Brand Corporate (X2)	X2.1	0,623	0.167	Valid
	X2.2	0,708	0.167	Valid
	X2.3	0,698	0.167	Valid
	X2.4	0,719	0.167	Valid
Career choice (X3)	X3.1	0,836	0.167	Valid
	X3.2	0,748	0.167	Valid
	X3.3	0,065	0.167	Valid
	X3.4	0,687	0.167	Valid
	X3.5	0,615	0.167	Valid
Intention job seeker (Y)	Y.1	0,685	0.167	Valid
	Y.2	0,657	0.167	Valid
	Y.3	0,704	0.167	Valid
	Y.4	0,766	0.167	Valid

The results of the validity test Table 2 show that the calculated R-value for all questions is greater than the r table (0.167), so it can be concluded that all questionnaires are declared valid.

Reliability test

The reliability test is used to test the consistency of indicators on research variables. The accuracy of the indicators can be seen from the measured score, which has a high correlation with the actual. The reliability test is also a test to obtain information relating to the level of reliability, and the efficacy of the questionnaire in retrieving data and can be indicated by the value of the alpha coefficient it has.

Table 3. Reliability test

Variable	Cronbach Alpha	Adverb
Social media	0,817	Reliable
Brand corporate	0,867	Reliable
Career choice	0,912	Reliable
Intention job worker	0,838	Reliable

The reliability test results as listed in Table 3 regarding the reliability test above shows that the Cronbach alpha value of all research variables is greater than 0.6, therefore it is concluded that all research variables are reliable.

Model Multiple Linear regression

The multiple linear regression model represents the effect of the independent variables on the dependent variable with the following equation:

Table 4. Coefficients

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	.895	.564		1.587	.115
	Sosmed	.502	.058	.459	8.618	.000
	Brand	.396	.089	.315	4.462	.000
	Career	.300	.090	.224	3.340	.001

a. Dependent Variable: Intention

Based on the results of the analysis in Table 4 there are constants, regression coefficients, and calculated t-values. From the coefficients and regression coefficients, it can be written that the regression equation is:

$$\text{Intention job seeker} = 0,895 + 0,302 (SM) + 0,396 BC + 0,300CC + e$$

From this equation, it shows that social media, corporate brand, and career choice have a positive effect on job seeker intention, meaning that the more attractive social media, corporate brand, and career choice are, the higher the job seeker intention.

The calculated t value is used to determine the partial effect of each independent variable on the dependent variable by comparing the calculated t value with the t table. The results of the t-test are used to test the hypothesis of this study. social media variables have a t count (8.618) greater than the t table (0.000) meaning that social media affects job seeker intention, thus hypothesis 1 social media affects job seeker intention is accepted. Corporate brand has a t count (3.340) greater than t table (0.000) meaning that corporate brand affects job seeker intention, thus hypothesis 2, namely corporate brand affects job seeker intention, is accepted. Career choice has a t count (4.462) greater than the t table (0.001) meaning that career choice affects job seeker intention, thus hypothesis 3 is that career choice affects job seeker intention.

Simultant test (F test)

The F test is used to jointly test the effect of the independent variables on the dependent variable by comparing the calculated F values with F tables. Table 5 describes a significance value (sig) of 0.000 less than α (0.05) which can be concluded that social media, brand corporate, and career choice variables together have a significant/significant effect on job seeker intention.

Table 5. Simultant test (F test)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1070.301	3	356.767	225.588	.000 ^b
	Residual	208.758	132	1.582		
	Total	1279.059	135			

a. Dependent Variable: Intention

b. Predictors: (Constant), Career, Sosmed, Brand

Coefficient of Determination

The coefficient of determination (R^2) is used to measure the model's ability to use a variation of the dependent variable. The value of the coefficient of determination is between zero and 1 with the provision that if the value is close to 1 it means that the independent variables in explaining the dependent variable are very limited. Conversely, if the value is close to 0, it means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

Table 6. Coefficient of determinations

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.915 ^a	.837	.833	1.258

a. Predictors: (Constant), Career, Sosmed, Brand

From Table 6 it can be explained that the R-square value is 0.915 meaning that job seeker intentions are influenced by independent variables (social media, corporate brand, and career choice) of 0.915 or 91.5%. The remaining 8.5% is influenced by other variables that are not in this study. Thus the determination of the independent variables consisting of social media, corporate brand, and career choice in this study is very appropriate.

Discuss

Based on the results of the data analysis, the effect of each independent variable on the dependent variable can be described as follows:

The Influence of social media on job seeker intention

The results of the study show that social media affects job seeker intention, which can be interpreted that respondents considering the use of social media in finding work. Social media as a tool that is very familiar to use by job seekers is one of the tools that helps job seekers in finding work both in BUMN and in government agencies (PNS). In addition, it can be explained that better social media (easiness, speed, cheaper, and more accuracy) in accessing and obtaining information from BUMN and the government will increase job seeker intention.

The results support research (Hutter et al., 2013) that Social media activities and participants' social media involvement with a Facebook fan page have positive effects on purchase intention. (Chhabra & Sharma, 2014), (Babikova & Bucek, 2019) states that social media affects job seeker intentions. Social media is very important in social and business activities as stated by Amaro et al (2016) that Social Media advantage to become the most powerful force driving planning and decision making, playing a crucial role in life. Meanwhile, Graham et al (2015) emphasized that the benefits of social media are a particular potential and opportunities for governments to communicate with citizens during recruitment. Likewise, the opinion of Wittig (1978) that Social media has brought revolutionary new ways of interacting, participating, cooperating, and collaborating, and involving users generating the content, and connecting with people through a many-to-many, rather than the traditional 'one-to-many', communication approach.

The Influential brand corporate on the intention of job seeker

Based on the results of data analysis, it shows that corporate brand affects job seeker intention. This means that the stronger the corporate brand of BUMN and

government institutions (PNS) will strengthen the intention of job seekers. Being a BUMN employee and civil servant in the government is still the hope of all workers, especially students. Respondents believed that being a BUMN worker and civil servant in government was considered very attractive because they were proud of a corporate brand that had been known by the public for generations. In addition, working in BUMN and government civil servant can guarantee the stability of the respondents' lives. Respondents highly recognized reputations, are attractive, have a good image, and can manage and develop workers.

The results of this study support research (Chhabra & Sharma, 2014) which states that corporate brands increase job seeker intention. Likewise, the results of the research (Babikova & Bucek, 2019), which is a replication of the Chhabra and Sharma research model, gave the same results. The company brand is very important for companies in strengthening the company's position in the competition as stated by Syed Alwi & Kitchen (2014) that company branding is viewed as a positive and favorable brand. According to Buil, et al (2016), the brand company can be measured by employee and client focus, corporate visuals, brand personality, consistent communication, and human resources initiatives while according to Vernucio (2014) are identity, image, and reputation (Vernuccio, 2014). From the several indicators tested in this study and having the same results, it can be concluded that job seekers will be more confident to become BUMN employees and civil servants in government with a corporate brand owned by the company.

The Influential Career Choice on the intention job seeker

The results of the data analysis explained that career choice affected job seeker intention as indicated by the respondents' answers that the more complete the career choice, the greater the intensity of job seekers in choosing to become workers in BUMN and civil servants in government. This can be explained that financial considerations, job information, opportunity, social environment, and challenges and interests strongly influence respondents in making the company a destination for work. Respondents believe that BUMN and civil servants in the government can guarantee their lives in the future because these companies are supported by the government both in terms of management and finances.

This research supports research conducted by Wong et al (2017) which states that people's career choices are contingent on time, as during economic recessions employees focus more on job security and financial compensation. Career choice is a consideration in preparing to enter the world of work (Savickas & Porfeli, 2012). According to Zulfikarijah & Mohyi (2022) that career choice which consists of finances, information, opportunity, social environment, challenges, and interests is important for respondents in looking for work, this is related to the background of the respondents both from an economic and social perspective. Shumba & Naong (2016) also stated that career choice and its concomitant program of study is probably one of the biggest decisions students will face in their lives.

Conclusion

Based on the discussion, it can be concluded that the results of this study are as follows: 1. Social media affects job seeker intention, meaning that better social media and available information will increase job seeker intention in applying for a job, 2. Corporate brand affects job seeker intention, meaning the better, convincing, and unmatched corporate brand will further increase job seeker intention and 3. Career choice affects job seeker intention meaning that the more diverse the reasons for the career choice of respondents will increase job seeker intention.

Limitations and future research potential

As a recommendation from the results of research to companies, firstly, companies should maintain the use of social media in recruiting prospective employees and complete social media information following the conditions of the current generation of prospective workers. secondly holding outreach activities to the community activities that have been carried out so far to get the company closer to the community. Third, carry out various activities by cooperating with universities to get closer between companies and students as prospective job seekers. the recommendation for further research is to conduct similar research by developing independent variables, this is due to the very lack of similar research and only using independent variables.

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