

# The Influence of Job Search Activities and Evaluation of Shortlist of Possible Jobs on Application Intention

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## Abstract

The Covid-19 pandemic has had a considerable impact on several world industrial sectors, the health industry is forced to work harder to suppress the spread of the Covid-19 virus. Not only the industrial sector that accepts, but also the economic sector accepts the limits of normal business activities. Several countries have activities both nationally and internationally or commonly known as Lockdown. Many countries have experienced an economic crisis until they experienced a recession, but there are also several countries that have survived the economic crisis due to the Covid-19 pandemic until they do not experience a recession. However, this pandemic has actually become an encouragement for job seekers, besides that there must be interest in adjustments, but also the consequences of the new system implemented by the company to continue working with limited activities due to the Covid-19 pandemic. The population used in this study are job seekers who are of working age and preparing to enter the world of work. The sample used was 100 respondents and analyzed using path analysis and the help of the third version of the SmartPLS application. The results showed that all variables had a positive and significant effect on the decisions proposed at the job vacancy provider company.

## Keyword

Job Search Activities, Job Awareness, Persuasion, Evaluation and Shortlist of Possible Jobs, Application Intention.

## 1. Introduction

The impact of the Covid-19 pandemic that has hit all corners of the world, which not only attacks the world health sector but also attacks all sectors, especially the world economic sector. Restrictions are carried out, both semi and total area lockouts, commonly known as lockdowns. These efforts are aimed at suppressing the spread of the Covid-19 pandemic, which has made poor countries worse off, developing countries and developed countries have been battered. Almost all aspects of the economy are affected, starting from micro to macro businesses, the performance of the manufacturing industry, the financial sector, world trade, export and import to the service sector which is most affected by tourism, this pandemic is the tourism service sector owned by each country around the world as shut down by the Covid-19 pandemic. Several commodities, such as world oil traded in the West Texas Intermediate (WTI) futures contract, fell to minus 37.63 US dollars per barrel, due to the drastic decline in demand from the United States and Globally. Until now, world economic activity is still up and down considering global economic conditions are colored by uncertainty along with concerns that this pandemic will never end, as well as the emergence of a new wave of the Covid-19 variant on the European continent. The World Bank said the crisis experienced due to the Covid-19 pandemic caused the worst recession since World War II. Elsewhere, the IMF also said that this crisis was the worst since the Great Depression of 1929 which spread throughout the world. In the ASEAN region, several countries have also experienced negative economic growth, firstly, Singapore has experienced a recession in the first quarter and second quarter with contractions of 0.3% and 12.6%, respectively. Furthermore, Thailand experienced a recession, namely negative 2% and 12.2%. And the Indonesian state is more "profitable" than other countries where in the first quarter they grew by 2.97% and in the second quarter they experienced a negative number of 5.32%. The World Bank also said that the pandemic and the torment of the global economy will have a domino effect, namely, an increase in poverty rates throughout the world. The world bank estimates that this pandemic has pushed 71 million and even up to 100 million people worldwide into extreme poverty. Then, the unemployment rate will automatically increase due to the ongoing Covid-19 pandemic and the stalled industrial economic activity. The EOCED (Organization for Economic Co-operation and Development) maps that the unemployment rate in April 2020 rose to 8.4% from the position in March where in that month only the

beginning of the spread of Covid-19 only touched 5.5%. With the estimated unemployment rate that is from 18.4 million people to 55 million in 37 member countries (Wiguna, 2020).

The economy in Indonesia in 2020 was completely destroyed due to the Covid-19 pandemic. Now that the daily positive cases of the Covid-19 virus are starting to decline, the government is optimistic that in 2021 Indonesia's economic growth will increase to around 4% and next year in 2022 it will reach above 5%. one of the driving factors is the increase in investment realization due to the recent licensing reforms. As of the third quarter of 2021, foreign investment (PMA) and domestic investment (PMDN) are quite high, at 73% of the target of Rp 900 trillion. In fact, the third quarter only worked for one month because of the Emergency PPKM which brought mobility to a complete halt. However, there are encouraging things from the pandemic in Indonesia, especially, namely the balance between PMA and PMDN. During the pandemic, these two investments have a big gap, but since the pandemic it's been almost 50:50. Not only that, another exciting thing is the occurrence of economic equality between Java and outside Java (Teti Purwanti, 2021). Based on BPS data, in the first semester of March 2020, the percentage of poor people in Indonesia was 9.78 percent and there was an increase in the first semester of March 2021 to 10.14 percent or an increase of 0.36 percent from the previous year. The unemployment rate also rose when in February 2020 Indonesia's open unemployment rate was 4.94 percent and the percentage unemployment rate in February 2021 was 6.26 percent. During one period from 2020 to 2021, there was a 1.32 percent increase in open unemployment. Economic growth which reached 7.07 percent was not accompanied by a decrease in the poverty rate and unemployment rate. This is not enough as a reference that the Indonesian economy is good. There are still many people who need work and also escape from poverty. During the Covid-19 pandemic, perhaps positive economic growth provides entertainment for the government, but that entertainment is only temporary. The main problem in Indonesia is poverty and inequality in various sectors (Kautsar, 2021).

However, the Indonesian state is slowly starting to rise from the adversity caused by the Covid-19 pandemic, it can be seen from the data available in August 2020 the number of Indonesian working population is 2.61 million people. And in 2021, to be precise, starting in February, the number of Indonesian working population has reached 131.06 million people. And details for workers who are both affected and not affected by the Covid-19 pandemic, 19.10 million people (9.30 percent of the working age population) are affected by Covid-19. Consists of unemployment due to Covid-19 (1.62 million people), Non-Workforce (BAK) due to Covid-19 (0.65 million people). Meanwhile, people who do not work due to Covid-19 (1.11 million people), and working residents who experience a reduction in working hours due to Covid-19 (15.72 million people) according to BPS (Badan Pusat Statistik) (Helmi, 2021). The enthusiasm and interest in work for the working age has increased with this pandemic, Indonesian workers show a high attitude of interest to be ready to work remotely for various foreign companies, respondents said they are ready to work remotely. This also has a positive impact where the emergence of a potential workforce in Indonesia will help the Indonesian economy. Because they work and innovate in their own country. This makes companies aware of the presence of this potential workforce, they are increasingly expanding the recruitment of workers. Even with this pandemic, companies are still open for recruitment, because on the other hand work activities can also be carried out remotely, such as meetings and other work needs that can be done online or virtual, so there is a huge potential for existing job opportunities. Jobstreet Indonesia is aware of the changing trends caused by the Covid-19 pandemic. They dug up all the information in the field and they found the need for land or a place for these workers. The high interest and enthusiasm of job seekers coupled with the company began to realize that there was a change in new habits for working activities at this time. Jobstreet Indonesia is moving fast by holding online courses and also virtual career fairs, so that Jobsreet Indonesia is here to be a bridge between workers and companies that provide job vacancies (kompas.com, 2021). This high interest and enthusiasm to find work for the working age force was born because there is a factor, namely the desire or expectation of high income so that they can improve their standard of living and for savings in the future. Coupled with the emergence of this pandemic, making them more active in looking for work, the economic situation that was hit by the pandemic made them have to work to improve their standard of living or even survive (Widiyanto, 2020) Labor policies during the COVID-19 pandemic in countries in the Asia and Pacific region are focused on supporting the business sector/employers, workers, and job creation. These measures also include financial support provided by several institutions and authorities to support the business sector, households and workers affected by the pandemic, as well as actions taken by authorities to help workers who have lost their jobs in starting businesses, providing training support. for job seekers, as well as providing emergency work. This interest was also born out of several benefits obtained by these workers given by the government, especially the Indonesian government. Where during the pandemic they provide assistance and relief to workers in Indonesia. Efforts are being made through the provision of economic stimulus packages for the business world, income tax incentives for workers, social safety nets through social assistance programs for formal and informal workers, the Pre-Employment Card program, expansion of labor-intensive

industry programs, and protection for Indonesian Migrant Workers. The government also carries out reforms in the labor sector through the Employment Creation Law by facilitating the entry of investment, but also providing certainty of protection and improvement of welfare for workers. The government also focuses on developing the quality of human resources as one of the priorities of the labor sector (Fiskal, 2021).

## 2. Literature Review

Job Search Activities and Job Awareness. In the past decade, there have been many changes that have given new variants to the challenges posed to workers' career paths. The reason for this is clear because of the uncertainty and stability experienced by the labor market. Therefore, today's job seekers need to better prepare and manage the transition period of life and also the activities carried out. Job seekers need to start preparing what the needs of the workforce are currently looking for by the labor market and also companies providing job vacancies. Situations that occur today will affect newcomers, including several generations who have just graduated and are in the process of transitioning from study to the real world of work. The situation that is currently being experienced is the Covid-19 pandemic, where this pandemic really overwhelmed global economic conditions and in the end caused a national or international scale crisis even though it was affected by the Covid-19 pandemic. Some countries have to implement the so-called restrictions on a local scale or comprehensively or known as Total Lockdown, where the state closes the entrance to all activities, be it business, tourism, and bilateral cooperation such as visits to other countries are stopped where it is to suppress the spread of the Covid-19 virus. This is what gives a domino effect on the country's economy to companies in the country. And although there are many factors that disrupt the crisis of the economic ecosystem, newcomers are required to be able to adapt to the transition period they have to go through. The transition period is considered a period that is quite vital and important for newcomers, where they usually seek knowledge and there is minimal demand for responsibility for a job. do, they have to get used to it. This raises concerns for new entrants, fears that they will not be able to compete later in the labor market and cause disruption to their income and future (Gerardo Petruzzello, 2020). The process of looking for a job is considered a reflection of how a person organizes himself and also prepares his abilities to reach the goals he has wanted to achieve. In looking for this job, job seekers need to prepare two behaviors, namely developing job search goals such as exploring possible career goals, values to be achieved, and skills possessed. Likewise with job search behavior so far, such as making a curriculum vitae, counting the number of times you have attended interviews with prospective employers (Gerardo Petruzzello, 2020). During the job search phase by job seekers, over time job seekers will realize the need to identify the opportunities they have in the labor market based on their capabilities. This awareness will occur when job seekers and employers are aware of each other's existence where when candidates realize that the company has opened certain vacancies (Miranda, 2020). Today, the internet network and social media are the main tools for organizations or job seekers to reach potential and quality workers. Because of the ease with which social networks and social media are reached by all groups, especially job seekers who have just graduated who are already familiar with social media and the internet, so that the innovations made by the company to attract these newly graduated job seekers by facilitating the road or bridge between them company providing job vacancies with workers who are in the process of looking for work (Stefanus Rumangkit, 2018). In social networks and social media, there are many platforms that provide information about job vacancies opened by companies that are opening job vacancies. From the amount of information provided, job seekers will be given more in-depth information about jobs that match their desired interests, skills or abilities, and desired career paths in the future. Several platforms are widely used as an option to get information about work, and one of the most popular is LinkedIn. The LinkedIn platform is very useful for both employers and job seekers, on LinkedIn job seekers can exchange information with other job seekers who use this platform, what kind of information needs to be prepared for several companies and also what companies are right for their abilities and interests. want. And for companies they can provide information on the open vacancies in their company there, so that later there will be many users of this platform will know the information and will immediately register, so this convenience makes LinkedIn the right choice among other platforms available on internet networks. and this social media (Miranda, 2020). This is not the only platform of choice on the internet and social media. Another option is a company website, this tool is the second choice compared to LinkedIn. The company's website will certainly provide valid information regarding the existence of job vacancies provided in the company, besides that they can also find out detailed information about the company on the company's website page, such as the work done and the desired company goals, and the values they want to bring. and give to the wider community. This platform will provide detailed and specific information to the company which is rarely found on other platforms. So this is one of the choices chosen besides the LinkedIn platform. So these two platforms are the most favorite platforms to be used by the wider community, especially job

seekers in finding job vacancy information (Miranda, 2020). Therefore, based on the description above, hypotheses 1 and 2.

**Hypothesis 1 (H1).** Job search activities and Job awareness have a positive and significant impact on the Evaluation and Shortlist of possible jobs.

**Hypothesis 2 (H2).** Job search activities and job awareness have a positive and significant impact on application intention.

Persuasion, the phase that occurs when job seekers have started to find information about jobs and companies that open job vacancies and match their interests, skills and desired career path. Persuasion where job seekers pay attention to things that make them comfortable and are ready to proceed to the stage of following the registration flow that will be carried out so that they can later be accepted at the company. There are several stages given by the company during the selection or recruitment process for new employees for their company. Such as psychometric tests which are carried out to measure personality traits, talents, intelligence, abilities and behavioral styles of these registrants. This test is usually done online or online and also sometimes done in person or face to face, depending on the policy chosen by the company which option is the best for employee selection for the company. And also after the psychometric test activities and other selection stages, there is an interview stage for prospective employees. And the options for this activity also vary, some are in person or face-to-face, then there are also online interviews which are through the social media platform Skype, and there are also video interviews where applicants or prospective employees are assigned to make videos that are made according to the desired conditions. . And from these choices, the answers given by job seekers vary according to what they want (Acikgoz, 2018). Therefore, based on the description above, hypotheses 3 and 4.

**Hypothesis 3 (H3).** Persuasion has a positive and significant impact on the Evaluation and Shortlist of Possible Jobs.

**Hypothesis 4 (H4).** Persuasion has a positive and significant impact on Application Intention.

Evaluation and Shortlist of Possible Jobs, Application Intention. After doing the job search phase and also starting to organize and prepare the right activities to start entering the world of work, and the desired information has been collected. After getting this information, begin to map both the weaknesses and strengths of personal abilities that can be used in the world of work and are suitable for any job (Miranda, 2020). Furthermore, job seekers will re-evaluate the information they have received about companies that have job vacancies and jobs offered, starting to reduce anything that is not in accordance with their interests, abilities, and desired career path. Furthermore, they will also see what kind of tests and interviews are being conducted, and will be re-selected according to what they want and make them comfortable to carry out the test stages in the company. Finally they will put it on a short list and sort jobs and companies starting from the most potential to the least likely but still able to apply to the company (Miranda, 2020). In a previous study conducted by (Miranda, 2020), in this study said that this stage can be said to be pre-application. The stage where they actually collect detailed information on what things need to be prepared so that later they will have the intention to apply or to start submitting applications to companies for which they already have the information. Many of these job seekers want to receive contact or communication from the company directly, such as by electronic mail (Miranda, 2020). Therefore, based on the description above, hypotheses 5, 6 and 7 are proposed.

**Hypothesis 5 (H5).** Evaluation and shortlist of possible jobs have a positive and significant impact on Application Intention.

**Hypothesis 6 (H6).** Evaluation and shortlist of possible jobs mediate the relationship between Job Search Activities and Job Awareness and Application Intention.

**Hypothesis 7 (H7).** Evaluation and shortlist of possible jobs mediate the relationship between Persuasion and Application Intention.

### 3. Methods

The research methodology used in this study starts from identifying and formulating problems, studying literature, determining research methods, distributing questionnaires and determining respondents to be studied, namely job seekers who have just graduated, namely Generation Z who are or want to find work. After collecting data through a questionnaire conducted online using Google Form, then testing the results of the questionnaire includes testing the validity and reliability. Perform data analysis, determine what factors make these job seekers finally carry out their intention to apply at the company that has been chosen (Siti Khofifah, 2020)

The research approach used is a quantitative approach using path analysis methods and the SmartPLS application to be able to explain the relationship between the variables studied by collecting numerical data from research samples which are then analyzed using certain statistical methods. Data collection using an online (indirect) questionnaire method was carried out using a Google form. The distribution of this online questionnaire is carried out through social media (Instagram) which is usually disseminated using the Snapgram feature on the Instagram application, because of the characteristics of the respondents, namely Generation Z. The distribution of this online questionnaire uses Online Chatting Whatapps and Line, as well as the dissemination of information by word of mouth as a medium for distributing questionnaires. this. The distribution of this questionnaire was carried out on November 1, 2021 – November 14, 2021. The method used to process data was using Google sheets and transferred to Microsoft Excel and then processed using SmartPLS. (Siti Khofifah, 2020). Each statement on the questionnaire has five answer scales ranging from 1 to 5, a scale of 1 for strongly disagree to a scale of 5 for a scale of strongly agree. This is to reduce doubts (Central Tendency Error), the respondents in this study there are 100 job seekers especially Generation Z who are or want to find work. This analysis is used to measure the relationship or relationship of independent variables, intervening variables and dependent variables. There are requirements that must be met when using path analysis (Utami, 2021) that is; There are independent and dependent variables, interval scale metric data, sufficient sample size, the pattern of relationships between variables and only one direction must not have a reciprocal relationship, and the causal relationship is based on existing theory with previous assumptions.

#### 4. Results and Discussion

After distributing the questionnaires, the researchers grouped the respondents into the following criteria (table 1):

Table 1. Sociodemographic data

Profile	Amount	Percentage
<b>Gender</b>		
Female	46	46%
Male	54	54%
Total	100	100%
<b>University</b>		
Private	36	36%
State	64	64%
Total	100	100
<b>Graduation Status</b>		
Graduated	20	20%
Not yet graduated	80	80%
Total	100	100%
<b>Long time haven't got a job</b>		
0-6 bulan	90	90%
6-12 bulan	7	7%
>1 tahun	3	3%
Total	100	100%

After the researcher describes the characteristics of the respondents in this questionnaire, the researcher will translate the results of the analysis of the respondents' answers. The classification of answers was grouped based on the criteria of strongly disagree (STS), disagree (TS), quite agree (CS), agree (S), and strongly agree (SS) which will be tested for validity and reliability. In this test, the outer loading value for each indicator must be above 0.6 - 0.7, which means that the indicator is valid (table 2). This test is called the standardized loading factor which is the correlation between each indicator seen from the outer loading value of each indicator in the questionnaire (Jogiyanto, 2014)

Table 2. Results Loading Factor/Outer Loading

CODE	STATEMENT	XI (JSA)	X2 (P)	X3 (ESPJ)	Y (AI)
AI1	I need to know well what positions are currently available in the job vacancies				0,755
AI2	I always send job applications directly to the targeted company				0,776
AI3	I always get interview calls after I submit a job application in the company				0,776
ESPJ1	I always pay attention to certain criteria in choosing a job vacancy			0,877	
ESPJ2	I always evaluate the suitability of job vacancies with my needs			0,897	
JSA4	I am looking for job vacancies by targeting state-owned companies only	0,928			
JSA5	I'm looking for job vacancies by targeting private companies only	0,902			
P1	I prefer the test of prospective employees which is done online.		0,888		
P2	I prefer interviews with prospective employees conducted online (online).		0,951		

Based on the results of the loading factor in table 2, there are 4 indicators that are omitted because the results of the outer loading are below 0.7, namely the Job Search Activities and Job Awareness variables; JSA1 (I use social media platforms to search for job vacancies), JSA2 (I am looking for a job that matches what I want) and JSA3 (I search according to available vacancies) and Persuasion variables; P3 (I always do the preparation before the job interview). Furthermore, the Average Variance Extracted (AVE) test was conducted to test the model that describes the magnitude of the diversity of indicators supported by the construct. AVE value > 0.5 on each indicator is declared to have good convergent validity (Hair Jr, 2016).

Table 3. Average Variance Extracted (AVE)

Variabel	AVE
X1 JSA	0,837
X2 P	0,847
X3 ESPJ	0,787
Y AI	0,592

Source: Author's Results (2021)

The AVE value shown in table 3 states that all test models having an AVE value above 0.5 are declared good and meet the AVE test requirements and the validity test in the convergent validity section is good. Furthermore, discriminant validity is carried out, starting from the Fornell Larcker Criteria. This is the relationship between a variable with the variable itself and also with other variables. To test it, a diagonal analysis can be carried out, where the correlation between the variables itself must be greater than the correlation with other variables.

Table 4. Fornell Larcker Criterion

	X1 (JSA)	X2 (P)	X3 (ESPJ)	Y (AI)
X1 (JSA)	0,915			
X2 (P)	0,482	0,920		
X3 (ESPJ)	0,377	0,324	0,887	
Y (AI)	0,525	0,465	0,632	0,769

In addition to the Fornell Larcker Criterion in Discriminant Validity, there is also a Cross Loading calculation based on the cross loading value of indicators and constructs. The indicator in this test is said to be good if the correlation between the construct and the indicator is greater than the correlation with the construct or other latent variables (Sarstedt, 2017). The test results in table 5 show the value of the cross loading indicator has a value greater than the correlation of other construct values.

Table 5. Cross Loading

CODE	XI (JSA)	X2 (P)	X3 (ESPJ)	Y (AI)
AI1	0,278	0,370	0,612	0,755
AI2	0,327	0,288	0,393	0,776
AI3	0,588	0,397	0,428	0,776
ESPJ1	0,295	0,269	0,877	0,549
ESPJ2	0,370	0,304	0,897	0,571
JSA4	0,928	0,490	0,393	0,496
JSA5	0,902	0,385	0,289	0,463
P1	0,410	0,888	0,196	0,358
P2	0,471	0,951	0,369	0,479

Table 5 shows the cross loading value of each indicator on the higher constructs of the other blocks. It can be concluded if all the latent variables or constructs have discriminant validity values that are better blocks. Then, the internal reliability consistency test is carried out by looking at the composite reliability value. If the composite reliability value is equal to or > 0.7 it is said to be good and for research Cronbach's alpha value > 0.60 means it has a reliable variable (Ahlan, 2015).

Table 6. Reliability Test Results

	Composite Reliability	Cronbach's Alpha
X1 (JSA)	0,911	0,807
X2 (P)	0,917	0,826
X3 (ESPJ)	0,881	0,730
Y (AI)	0,813	0,658

Referring to table 6 above, it can be concluded if all the constructs meet the reliable requirements. This can be seen from the value of composite reliability and Cronbach's alpha's obtained from the SmartPLS estimate. The resulting value is > 0.6 as recommended criteria. The results of the resulting Composite Reliability > 0.7 which means the reliability of the indicator is declared good. In the assessment of the Inner Model Test using PLS, it begins by looking at the R-Square on each of the dependent latent variables. Evaluation of the structural model is carried out using the bootstrap method by looking at the value of the coefficient of determination (R-square) of the endogenous latent variable and looking at the statistical value (Seta, 2020). Here are the test results. In principle, this research uses 1 variable that is influenced by other variables, namely the Application Intention variable which is influenced by the Job Search Activities and Job Awareness, Persuasion, and Evaluation and Shortlist of Possible jobs variables.

Table 7. R-Square

Variable	R-Square
Y (AI)	0,521

Table 7 shows the R-square value of the Application Intention variable, which is 0.521. The results show that 52.1% of variables such as Job Search Activities and Job Awareness, Information Collection, and Evaluation and Shortlist of Possible jobs, have a contribution to Application Intention.

*Hypothesis Test Result*

The results of this hypothesis test can be explained in two ways, the first is the path coefficient (P-Value) and the T-Statistic value, where the criteria for this T value must be above 1.96. If above 1.96 the hypothesis is considered to have a significant effect, whereas if the T value is below 1.96 then the hypothesis is considered to have no significant effect. with ( $\alpha$ ) of 5% or 0.05. The path coefficient test is observed according to the threshold value of 0.1, where the path coefficient describes the impact of the strength of the interaction between constructs. In the coefficient test, if the threshold value is  $> 0.1$ , it can be concluded that the path has an effect on the model. Here are the results of the calculation.

Table 8. Hypothesis Test

Hypothesis	Relationship	Path Coefficient	T Statistics	P Value	Verdict
H1	X1 (JSA) -> X3 (ESPJ)	0,287	3,010	0,003	Accepted
H2	X2 (P) -> X3 (ESPJ)	0,185	1,759	0,079	Accepted
H3	X3(ESPJ) -> Y (AI)	0,474	5,321	0,000	Accepted
H4	X1 (JSA) -> Y (AI)	0,256	2,549	0,011	Accepted
H5	X2 (P) -> Y (AI)	0,188	1,962	0,050	Accepted



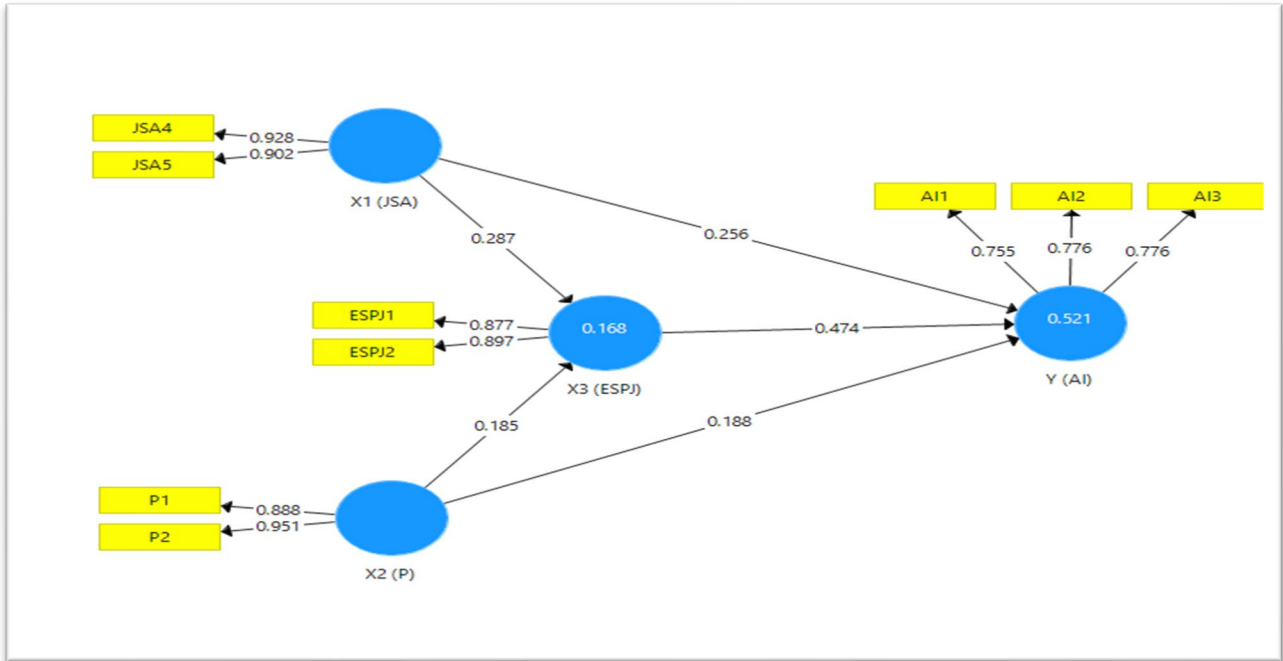


Figure 1. Path Model

## 5. Conclusion

Some conclusions that are expected to provide answers to the problems formulated in this study are as follows: Activity Factors Job Search Activities and Job Awareness according to the respondents' views as a whole are in a fairly good and significant category. This shows that the Evaluation and Shortlist of Possible Jobs and Application Intentions are highly dependent on the Job Search Activities and Job Awareness activity factors. So that this is one of the factors that need to be considered by job seekers in looking for work and the intention to apply, they must raise enthusiasm in Job Search Activities and Job Awareness. Job Search Activities and Job Awareness as a whole affect the Evaluation and Shortlist of Possible Jobs and Application Intentions. Furthermore, there is the persuasion factor which in the eyes of the respondents as a whole is in the very good category and has a significant effect. These results indicate that the Evaluation and Shortlist of Possible Jobs and Application Intentions are highly dependent on the Persuasion factor. So that this is also one of the criteria that need to be considered by job seekers in looking for work before there is an Application Intention. The Evaluation and Shortlist of Possible Jobs factors in the eyes of the respondents as a whole have a fairly good and significant influence on the decision to apply. So these results indicate that the decision for Application Intention is strongly influenced and depends on the category of Evaluation and Shortlist of Possible Jobs. So that this is a criteria that needs to be done by Generation Z in looking for work and before there is an intention to apply.

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