

CHAPTER I

INTRODUCTION

1.1. Research Background

Human Resources is one of the critical factors in defining company's competitive and sustainability viability, especially in today's era where digitalization is rapidly growing. One of the generations that were born during the time when internet and technology were accessible, and everyone could access the internet and the technology were called Gen-Z.

Gen-Z practically the digital generation since it can impact their education, social life and even employment. Gen-Z are the people who were born between 1997 till 2012 are the new workforce in the future. Furthermore, the demographic bonus phenomenon will push many Gen-Z to start thinking about their careers (Schroer, 2008). Gen-Z are beginning to demand different things from organizations, and interestingly, some of these expectations can be articulated while considering their characteristics. (Graczyk-Kucharska & Erickson, 2020).

According to the 2020 Indonesian Census Report, Gen Z now makes up 27,94% of the population overall (BPS, 2020). Half of Gen Z has already entered the workforce age bracket, while the remainder will gradually join the workforce in the upcoming years. As a generation raised in the aftermath of Indonesia's political reforms in 1998 and categorized as digital natives, Gen Z undoubtedly exhibits distinct attitudes and behaviours compared to older generations

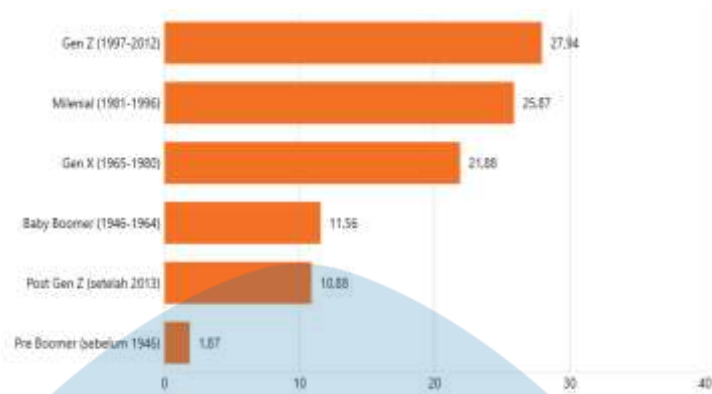


Figure 1.1 Gen Z population according to Indonesian Census Report 2020

The younger members of Generation Z have begun to enter the workforce, and the majority are getting ready to start working, so it is important to identify the traits they have in common and their opinion on the work. Since young people from Generation Z have entered the workforce, it is necessary to understand their traits, expectations, goals, beliefs, and aspirations for their employment (Iorgulescu, 2016). Knowing the quirks of Generation Z is more crucial than ever, youngsters start making new demands of organizations, and it is fascinating to note that some of these demands can be expressed while considering some of their unique qualities (Graczyk-Kucharska & Erickson, 2020). As soon as students start to consider their futures, it becomes imperative to identify their work expectation (WE). The expectation of the future is vital for adolescents who can create their destinies (Lazarides et al., 2016; Tan & Ergün, 2021).

It is a major developmental activity in late adolescence and early adulthood that indicates the ability to anticipate. An individual's optimistic beliefs and forecasts about the future, which can help them accomplish both short- and long-term objectives, are known as positive future expectations (Fraser et al., 2022).

Additionally, the expectation for the future is a cognitive representation of an individual's assessment of the likelihood that the desired future will materialize (Sharp et al., 2020). Self-Efficacy (SE) is a person's particular set of beliefs that determine how well one can execute a

plan of action in prospective situations (Bandura, 1977). To put it in more simple terms, self-efficacy is a person's belief in their ability to succeed in a particular situation. Furthermore, studies indicate that members of Generation Z tend to be highly self-assured, positive about their future careers, and inclined toward entrepreneurial endeavours due to their creative and inventive nature (Robert Half, 2015; Adecco, 2015). With the amount of Expectation Gen-Z Had for their future workplace and their self-optimistic beliefs with their capabilities. Gen-Z eventually must have to look for the job whether the job with their expectation or not. Understanding the intention to apply for a job is crucial for predicting behaviour during the initial phase of recruitment (Barber et al,1993). Research consistently highlights the importance of grasping applicants' intentions to apply for the organization (Gibbons et al,1998) Research conducted across different generations has explored methods for enhancing the intention to apply for a job (IA) (Collins, 2007; Gomes & Neves, 2011; Gupta & Saini, 2020; Roberson et al., 2005; Sivertzen et al., 2013; Taylor & Bergmann, 1987; Wei et al., 2016).

Recognizing the significance of this topic, there is a particular focus on understanding the perspectives and unique preferences of Generation Z when selecting a job. The Focus of this study was how Gen-Z Work Expectation and self-efficacy as Independent Variable Influences Intention to Apply job as the dependent variable. And the participant of this research is Gen-Z who are currently FBE UAJY Student batch 20 and 21.

Based on the summary above, the author was interested to do research with the title **“THE INFLUENCE OF WORK EXPECTATION AND SELF-EFFICACY TOWARDS INTENTION TO APPLY JOB: A CASE OF STUDENT OF ATMA JAYA”**

1.2. Research questions

Based on the research background explanation above, this research questions are form as follows:

1. Does work expectation influence the Intention to apply for a job?
2. Does self- efficacy Influence the intention to apply for a job?

1.3. Research objective

The objectives of this research are:

1. To identify the influence of work expectation towards intention to apply for job.
2. To identify the influence of self-efficacy towards intention to apply for job.

1.4. Scope of research

For the preparation of the thesis report to be directed and not deviate from the formulated objectives, it is necessary to have research limitation in the discussion of this thesis report, namely:

1. Work expectations are defined as the preconceived notions of newly hired employees regarding their specific roles, responsibilities, and tasks in the context of the work as well as the nature of the work envi-ronment (Edwards, 1990; Major et al., 1995)
2. Self-efficacy is essentially a belief.an individual's belief in their capability to accomplish tasks, jobs, or assignments, with an expectation of achieving positive outcomes in their lives. The concept of self-efficacy gained attention with the emergence of social cognitive theories, which emphasize individuals as proactive

3. According to Gordhan (2013) Intention to apply refers to a prospective employee's willingness to apply for a job,

1.5. Research benefits

The benefits that can be derived from this research are:

1. For Researchers

This research is expected to contribute to the knowledge, insights, and references for other researchers regarding work expectation, self-efficacy, and intention to apply for job.

2. For Manager

This research is expected give an insight to the manager how work expectation and self-efficacy influence towards intention to apply job.

1.6. Organization of the thesis

To provide context for this research, this study divides the research proposal into five chapters, following are:

CHAPTER I : INTRODUCTION

This Chapter Covers the explanation of research background, research question, research objectives, research limitations, research benefits and the writing systematic.

CHAPTER II : LITERATURE REVIEW

The literature review consists of an explanation of the theoretical basis related to the definition of Gen-Z, Work Expectation, Self-Efficacy and Intention to apply job, research framework, and hypothesis development.

CHAPTER III : RESEARCH METHODOLOGY

This section of the chapter consist of the research design, data type, sources , sampling method, subjects and objects, research location and duration , data collection techniques.

CHAPTER IV : RESULTS AND DISCUSSION

This section presents the findings of the research along with the discussions related to the outcomes.

CHAPTER V: CONCLUSION

The last chapter summarize the research conclusions, managerial implications, limitations and suggestions for the future research.

