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Proceedings of the 3rd International Conference on Management and Business (ICOMB 2024)

PREFACE

Conference: Proceedings of the 3rd International Conference on Management and Business (ICOMB 2024)

Date: 31 October 2024

Location: Yogyakarta, Indonesia (Hybrid)

Website: <https://fe.ustjogja.ac.id/imw/v2/>

Introducing the conference proceedings of the Third International Conference on Management and Business (ICOMB 2024) with great pleasure.

The Gaia Cosmo Hotel, Yogyakarta, Indonesia, hosted this conference on October 31st, 2024. ICOMB 2024 is being organized by a collaboration from the management study program at Universitas Sarjanawiyata Tamansiswa.

Out of the 181 submissions, 33 papers have been chosen for publication by the committee. The writers of these papers are from Singapore, Malaysia, the Philippines, Nigeria, Pakistan, India, Timor Leste, and Indonesia. The review procedure was carried out by the principal editor using peer review. Every paper gets two reviews. Additionally, the committee used Turnitin software to perform a plagiarism check.

By dividing the conference into two concurrent sessions, each focused on a different theme, and allocating enough time for each paper to present, the level of interest in the conference's subject matter is maintained.

Ultimately, we would like to thank our fellow local committee members from each consortium member for their efforts in obtaining a significant contribution of papers and promoting involvement from their regions. As their assistance made the conference possible, we owe a debt of gratitude to the chairs as well. We express our gratitude to each and every participant for their contributions to both the proceedings and the conference schedule. Their efforts are amazing.

With its intended date of 2024, the inaugural ICOMB is eagerly anticipated.

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Peer-Review Statements

Alfiatul Maulida, Md. Mahmudul Alam, Mark Gabriel Wagan Aguilar

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Antecedents and Consequences of Financial Literacy: A Comprehensive Systematic Literature Review of the Past Decade

Eni Purnasari, Sri Hermuningsih, Riskin Hidayat, Syamsul Hadi, Atul Kumar

Purpose – The rapid development of financial technology has facilitated limitless access for the public. Financial literacy has gained popularity alongside the growing number of financial service users worldwide. In this context, this study aims to identify the antecedents and consequences of financial...

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The Influence of Mall Attributes, Content Marketing, Event Marketing, and Social Media Marketing on Customer Satisfaction, with Customer Engagement Serving as An Intervening Variable

Shindy Sabelita Bailia, Raden Teja Yokanan, Anita Primastiwi, Ade Kristianus Kaloeti

This research elucidates the findings of an investigation that examines and evaluates the degree to which various factors affect mall attributes, content marketing, event marketing, and social media marketing about customer satisfaction, with customer engagement acting as a mediating variable at Pakuwon...

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Generation Z and Consumer Awareness in Sustainable Consumption: A Bibliometric Analysis

Dewi Deniaty Sholihah, Achmad Rizqan, Umi Farichah Bascha, Siti Aisyah Binti Asrul, Retno Dwi Astutik, Anggun Mizwa Anugerah

This study presents a bibliometric analysis of research on Generation Z and consumer awareness in the context of sustainable consumption. Utilizing articles published between 2014 and 2024, a total of 256 relevant publications were analyzed using VOSviewer and Publish or Perish. The findings reveal five...

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Analyzing Career Interest and Affective Commitment as Determinants of Successors' Intention to Stay in Family Businesses

Ratih Indriyani, Cathlin Celesta Sianto, Sesilya Kempa

Family businesses in Indonesia are currently increasing. However, family businesses face challenges in achieving sustainability across generations. Many family businesses in East Nusa Tenggara province are still directly held by the founders. However, regeneration of leadership from the founders of family...

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The Power of Training in Elevating Job Satisfaction: A Case Study from the Digital Marketing Sector

Shahib Anshari Muhajir, Syamsul Hadi, Didik Subiyanto, Supaprawat Siripipatthanaku

This study aims to analyze the impact of training on employee job satisfaction in digital marketing companies in Yogyakarta. This research employs a quantitative methodology, collecting primary data through a questionnaire from 126 Yogyakarta employees in digital marketing firms. The analysis reveals...

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Customer Engagement and Brand Experience on Consumer Loyalty The Role of Brand Trust as A Mediating Variable

Trixie Vania, Ferrynela Purbo Laksono, Albertus Yudi Yuniarto

This study aims to determine The influence of customer engagement, brand experience, and customer engagement on consumer loyalty through brand trust as a mediation variable. The sampling technique in this study uses non-probability sampling with a purposive sampling method. Data was collected by distributing...

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Wilma Izaak, Sharon Basada Singzon, Amalya Diva Andriyani

The impact of economic integration, shifting consumer preferences, technological development, and changing societal needs have made most institutions face new threats and opportunities. Institutional changes need to be made so that an institution can continue to have a competitive advantage and survive....

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Pathways to Sustainable Competitive Advantage for SMEs: A Bibliometric Analysis

Catharina Clara, Sulastri Sulastri, Ahmad Maulana

This conceptual paper develops a framework for building sustainable competitive advantage (SCA) in SMEs through intangible resources. Drawing on the Resource-Based Theory, the Resource Advantage Theory of Competition, the Dynamic Capabilities middle-range theory, and the Technology-Organization-Environment...

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The Role of Transformational Leadership in Improving Organizational Communication during Change

Novian Tri Gunawan, Syamsul Hadi, Didik Subiyanto, Naimah Andleeb, Ogwu Ibukun

The purpose of this research was to investigate the role of leadership in improving organizational communication. The methodology used was quantitative. A questionnaire was distributed to 73 respondents, representing the population data. Instrument testing was conducted using SPSS version 27, which included...

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Enhancing Customer Satisfaction with Chatbots: An Analysis of Interaction and Problem-Solving Capabilities

Nurkholish Majid, Nanik Hariyana, Nanda Nova Nur Diana

This research focuses on using Chatbots and their impact on User Satisfaction, emphasizing their interaction and problem-solving abilities. Conducted with a sample of 100 Chatbot users, the study employed Partial Least Squares (PLS) analysis. The primary goal was to assess the effectiveness of Chatbots...

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The Influence of Work Motivation and Leadership Transformational Effect on Employee Performance with Job Satisfaction as A Mediating Variable

Wargiatno Wargiatno, Kusuma Chandra Kirana, Syamsul Hadi, Ludovina Maria Vitor

This research aims to contribute to the literature and conceptual model of the influence of work motivation and transformational leadership on employee performance, with job satisfaction as a mediating variable. This type of research is quantitative research with a survey method. The number of samples...

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The Influence of Family Communication on the Character Formation of Generation Z Children in The Digital Era (Analytical Study in Palembang City, South Sumatra)

Intan Fuji Lestari, Azwan Zuhri, Desi Misnawati, A. M. Muh. Asriadi

This study aims to analyze the influence of family communication on the formation of the character of Generation Z children in the digital era, with a focus on the study in Palembang City, South Sumatra. In the family, communication has an important role in building harmonious relationships and forming...

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Influence Factors of Environmental Concerns Based on The Theory of Consumption Value

Bernadetta Diansepti Maharani, Lusia Tria Hatmanti Hutami, Putri Dwi Cahyani, Dika Prawita, Rosni Binti Ab Wahid

This research explains one of the phenomena in Marketing Management: environmental awareness about environmentally friendly products for consumers who have bought or used ecologically friendly products. The current state of industrial and business development is increasingly extraordinary because it...

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The Impact of the 2024 Indonesian Presidential Election Quick Count on Stock Returns of Companies Affiliated to the Presidential Candidates

G. Oka Warmana, Refiana Dwi Maghfiroh, I Wayan Suarjana

Political events can have an impact on the business. This study analyses reaction of the Indonesian capital market to the announcement of the qu count results of the presidential election on February 15, 2024. The analysis focuses on the stock of companies affiliated with the presidential candidates....

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How Organizational Justice Drives Innovative Behavior: Insights from Public Sector Organizations

Theresia Martina Oktadiana, Syamsul Hadi, Didik Subiyanto, Saizal Bin Pinjaman

This study was conducted to determine the role of organizational justice on innovative behavior at the Investment and One-Stop Integrated Service Office of Sleman Regency and Bantul Regency. This study is quantitative. The population in this study consisted of government employees of the Investment and...

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The Effect of Professional Training, Computer Self-Efficacy, and Technology Acceptance Model on Digital Fraud Detection with Audit Digitalization as A Moderating Variable

Betri Betri, S. M. Gumulya, Najmi Najmi, Lana Lutviyah

This research examines the influence of professional training, computer self-efficacy, and technology acceptance model on digital fraud detection with audit digitalization as a moderation variable. Sampling was done using saturated sampling to select the respondents. The respondents in this research...

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The Effects of Personal Motivations, Islamic Economic Law, and Perceived Behavioral Control on Gifting Behaviour for Z Generations in TikTok's Live Streaming

Amalya Diva Andriyani, David Saputra, Ilham Hardi, Hasna Inayah Nur Mahabbah, Muhammad Azzam Firdaus Hemawan

Generation Z is known as a digital native generation that is highly connected to technology and the internet. TikTok, a popular platform among this generation, features live streaming that enables real-time interaction, giving rise to gift-giving practices. This study examines how personal motivation,...

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Brand Attitude and Brand Awareness as Intervening Between E-Wom and Purchase Decision on Scarlett Brand in Yogyakarta

Novianti Putri Ramadani, Agus Dwi Cahya, Elisabeth Rotua Simamora, Budi Setiawan

The objective of this study is to analyze how Electronic Word of Mouth influences the Purchase Decision of the Scarlett brand in Yogyakarta. This research also aims to understand the role of Brand Attitude and Brand Awareness as mediating variables in the relationship between Electronic Word of Mouth...

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Implementation of People's Business Credit Loans for Micro-Business Owners

Dewi Sartika, Trisninawati Trisninawati, Tasya Vinanda, Nadia Sukma, Feny Agustina

Background: The Indonesian government has initiated the People's Business Credit (Kredit Usaha Rakyat, KUR) program to support the development of micro, small, and medium enterprises (MSMEs) by enhancing micro-entrepreneurs access to capital. Objective: This study aims to examine the implementation of...

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The Influence of Ethics and Communication on Community Satisfaction Through the Quality of Service of Dukuh Menanggal Subdistrict Employees in Surabaya

Riyan Sisiawan Putra, Tri Siwi Agustina, Dwi Novitasari, Clarisa Savina Pradita

Community satisfaction is the opinion of the community in obtaining services from public service delivery officials by comparing their expectations and needs. This research aims to determine the influence of ethics and communication on community satisfaction through service quality. To achieve the objectives...

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Revisit Intention at Menganti Kebumen Beach After The End of The Covid 19 Pandemic for Young Visitors

Sigit Wibawanto, Dodi Setiawan Riatmaja, Dinda Sukmaningrum

This study aims to examine the effect of experience quality and personality traits on revisit intention and customer satisfaction as a mediation. The research population is all visitors who want to revisit Menganti Beach tourism after the Covid-19 pandemic. The research sample was 225 respondents using...

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The Effect of Organizational Commitment, Perceived Organizational Support, and Organizational Culture on Organizational Citizenship Behavior of Staff and Teachers

Foundation Dinamika Edukasi Dasar at Eksperimental Mangunan

Deffi Septyaning Jati, Epsilandri Septyarini, Nala Tri Kusuma

This study aims to determine the effect of organizational commitment, perceived organizational support, and organizational culture on the organizational citizenship behavior of staff and teachers Foundation Dinamika Edukasi Dasar at Eksperimental Mangunan. This research method is quantitative, with the...

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Unraveling Dilemmas in the Intricate Coopetition of Culinary Destinations

Virginia Mandasari, Aga Widyah Perdana Putra, Wafiq Nurul Azizi, Bellananda Charisma Adesyafira

Tourism destinations are multifaceted systems involving a range of stakeholders who collaborate to provide cohesive experiences. In these systems, the phenomenon of coopetition, where cooperation and competition coexist, plays a critical role. This study investigates coopetitive dynamics within the culinary...

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The Influence of Organizational Culture, Innovative Attitude, and Job Characteristic on Employee Performance at PT Dekor Asia Jayakarya

Pipin Yustriani, Kusuma Chandra Kirana, Syamsul Hadi

Increasingly tight competition requires organizations to be able to increase competitiveness to maintain the sustainability of the organization. This study examines the influence of Organizational Culture, Innovative Attitude, and Job Characteristics at PT. Dekor Asia Jayakarya. The research is quantitative,...

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The Effect of Tax Consultant Service Quality, e-SPT Implementation, and Tax Consultant Code of Ethics on Taxpayer Compliance with Modernisation of Tax Administration System as Moderating Variable

Betri Betri, Aprianto Aprianto, Putra Handoyo, Bagas Ary Pamungkas

The purpose of this study was to ascertain the moderating effects of the tax consultant code of ethics, E-SPT implementation, and service quality on taxpayer compliance. Associative research is used in this study. 104 respondents participated in this study, which was carried out at the Palembang Ilir...

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The Influence of Price Perception, Financial Knowledge, and Risk Perception on Decisions to Use Online Loan Services with Online Satisfaction as a Mediating Variable

Winda Amalia Sari, Linda Oktafia, Nindi Aulia Firdiana, Isnatul Agil Kinanti, Aisa Fadhilatul Istiqomah

His study examines the influence of pricing strategy, financial knowledge, and risk perception on the decision to use online loan services, with online

satisfaction as a mediating variable. This study uses a quantitative method with data collection in the form of an online questionnaire via Google Forms....

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The Influence of Perceived Ease of Transaction and Perceived Security of Transaction on Intention to Shop with Trust as An Intervening Variable Among Shopee Users

Irma Linamaningsih, Nonik Kusumaningrum, Lusiana Tria Hatmanti Hutami

This research aims to analyze how perceived ease of transaction and perceived security of transaction among Shopee users influence the intention to shop. This study also seeks to understand the role of trust as a mediating variable in the relationship between perceived ease of transaction and perceived...

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Vita Tri Wahyuni, Didik Subiyanto, Tri Ratna Purnamarini

This study examines the problem of low organizational citizenship behavior (OCB) at PT DM Baru Retailindo, where employees only focus on their roles and participate less in internal activities. In the face of intense competition in the retail industry, companies need employees with high OCB to increase...

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Betri Betri, Fenty Astrina, Lis Djuniar, Sandy Pradana Melhanu, Agita Dwi Qonitah

This study was conducted to determine the influence of Risk Preference, Tax Education, and Machiavellian nature on Taxpayer Compliance with Taxpayer Motivation as a moderating variable. This study uses associative research. This research was conducted in the service area of the Pratama Ilir Barat Tax...

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The Influence of Lack of Human Resources on The Performance of PDKB Employees

Sulaiman Helmi, Yayan Sofyan, Ratna Sesotya Wedadjati, Salsa Melania Aquina, Pebriandi Pebriandi

Performance results from a person's professional organizational function through various factors to achieve organizational goals within a certain period. Objective: This study aims to determine how the lack of Human Resources (HR) affects the performance of PDKB employees of PT PLN Palembang. The type...

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Green Human Resources Management towards Job Pursuit Intention Generation Z: The Mediating Role of Organizational Attractiveness

Sella Indria¹, Jesica Pradana Koesnadi², Christina Heti Tri Rahmawati^{3*},
Patrick Vivid Adinata⁴

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ABSTRACT

Green Human Resources Management (GHRM) refers to using every employee's potential to promote sustainable practices and increasing employee awareness and commitment to environmental issues in a sustainable manner. This is to the Triple Bottom Line (TBL) theory, where companies must pay attention to the 3Ps: profit, people, and the planet to maintain survival. In addition, this is also based on the theory of social identity, where potential applicants prefer companies that practice GHRM because they are involved in socially responsible activities. This study aims to determine (1) the direct effect of GHRM on job pursuit intention, (2) the direct effect of GHRM on organizational attractiveness, (3) the direct effect of organizational attractiveness on job pursuit intention, and (4) the effect of GHRM on job pursuit intention with the mediation of organizational attractiveness. The sample of this study was active students of the Management Study Program, Faculty of Economics, Sanata Dharma University Yogyakarta, class of 2020-2021, who were interested in finding work as Generation Z, totalling 80 students. The data collection technique used was an online questionnaire via Google Forms. The data analysis technique used is Partial Least Square with the SmartPLS version 4 application. The results of the study show that (1) GHRM directly influences job pursuit intention; (2) GHRM directly influences organizational attractiveness; (3) organizational attractiveness directly influences job pursuit intention; (4) GHRM influences job pursuit intention with organizational attractiveness mediation. The results of this study imply that the GHRM concept can be implemented in HRM management practices in companies so that greater efficiency, lower costs, and better employee involvement can be obtained, and employees can be retained.

Keywords: *Green Human Resources Management, Job Pursuit Intention, Organizational Attractiveness, Generation Z*

1. INTRODUCTION

Generation Z is a transitional generation from Generation Y or millennials, born in mid-1997 to 2021, tend to be more pragmatic about life in general and have a survival character. Based on statistical data from the 2020 population census from the Central Statistics Agency, Generation Z has a population of around 74.93 million people or 27.94%. Based on Robert Half's research results, 83% of senior managers consisting of 2,800 companies included in the study tend to employ fresh graduates who are part of Generation Z [1]. Generation Z was raised in the modern era, where all information and social problems are easily found through technology. So, they are more interested in social and environmental issues and look for opportunities to contribute.

Generation Z, as job seekers, are not only interested in companies based on salary, benefits, working hours, and location but also symbolic things such as competence, prestige, sincerity, and company image. As job seekers, Generation Z want to work in companies with good competency standards. In contrast, Generation Z is more interested in companies that prioritize and are aware of social responsibility, sustainability, and ethical practices in work-life

balance. Generation Z can play a role in supporting the implementation of Green Human Resources Management (GHRM), one of which is by promoting environmentally responsible business practices and products. Several strategies can be implemented to align GHRM practices with Generation Z values, including (a) commitment to poverty, where Generation Z is concerned about environmental and social issues and expects the same from companies so that GHRM practices can accommodate companies. To show commitment to the business; (b) transparency and integrity, where Generation Z values transparency and integrity in work so that GHRM practices can accommodate companies to act with integrity in all their business activities; (c) an inclusive work environment, where generation Z values an inclusive and flexible work environment so that GHRM practices can accommodate companies to create a work environment that is open, supportive and respects diversity; and (d) relevant training and development, where generation Z appreciates opportunities to learn and develop so that GHRM practices can accommodate companies to facilitate training and development that is relevant to the interests and needs of generation Z [2].

GRHRM is a policy in HRM with a mechanism to promote the use of sustainable resources in the organization and the importance of involvement in environmental sustainability. For organizations that adhere to the principle of ecological sustainability, harmony with the people in the organization must be maintained. Therefore, human resources are essential in achieving a company's success towards the go green principle. Thus, the HRM function aligns company policies with environmental sustainability programs and encourages sustainability practices to be embedded and become a culture within the company [2]. This practice will also provide high productivity, reduce costs, and allow the company to operate sustainably and create and maintain a work atmosphere that provides satisfaction for dedicated employees [3]. According to [4], the implementation of GHRM is by the Triple Bottom Line (TBL) theory, where companies, if they want to maintain their survival, must pay attention to 3Ps, namely profit (pursuing profit), people (the company is involved in fulfilling community welfare), and planet (actively contributing to maintaining environmental sustainability). In addition, this is also in line with social identity theory, which states that potential applicants prefer companies that practice GHRM because they engage in socially responsible activities [5].

GHRM encourages Generation Z to do good things for the environment. This can be an organizational attraction that attracts job seekers and influences how they look for jobs. Therefore, GHRM can be influenced by several factors, including organizational attractiveness and job pursuit intention [6][7][8].

Job pursuit intention describes the intention of job seekers in applying for a job at a company [6]. As job seekers, Generation Z will use organizational cues and information to assess their work environment when looking for a job and do not know much about potential employers. Implementing GHRM can influence prospective employees' decision to work at a company by signalling the organization's concern for stakeholders, including the environment [7]. If the company values secondary stakeholders such as the environment, prospective employees will believe the organization will treat employees well. Implementing GHRM can describe the organization's feelings towards the environment and its standards and will help improve its reputation as a good corporate citizen. This increase in reputation due to the company implementing GHRM can affect job pursuit intention with potential candidates [7]. The high level of company awareness of environmental sustainability issues shows that the company has demonstrated organizational prestige, which causes workers' work intentions to increase. The more positive the attributes owned by the company, the higher the level of workers' intention to apply at the company [9]. The company's commitment to implementing environmentally friendly practices towards employee job pursuit intention can function as a source of employer branding [9]. This is in line with the TBL theory, where organizations support environmental sustainability in achieving business strategies to achieve organizational sustainability through the implementation of GHRM so that they can attract potential candidates to work for the company. In addition, this is also in line with the theory of social identity, where Generation Z, as job seekers, prefers to work for organizations that implement GHRM with their social identity. Dutta's research [7][10] shows that GHRM positively affects job pursuit intention. This differs from the study of [11], which indicates that GHRM does not affect job pursuit intention.

Efforts to implement GHRM can have a very positive impact on the company and its employees. Environmentally friendly practices within the company are the right solution to attract Generation Z job seekers. This is because Generation Z has general characteristics such as valuing work-life balance and having a level of sensitivity to environmental conservation. According to [6], Generation Z job seekers tend to be highly interested in working with companies that adopt environmentally friendly practices. Organizations that implement GHRM practices will be seen as responsible organizations and provide opportunities for prospective employees so that they can be an attraction for organizations to get potential candidates to work at the company [3]. Therefore, passive organizational attractiveness can be defined as individuals' affective thoughts and attitudes regarding a particular company as a potential workplace [6].

Based on the phenomenon and research gap, the researcher is interested in examining the effect of GHRM implementation on job pursuit intention in Generation Z with organizational attractiveness mediation. The novelty of this study lies in investigating the impact of GHRM practices as a tangible manifestation of the company's responsibility and efforts to positively contribute to sustainable development and provide organizational attractiveness so that Generation Z intends to apply for jobs in companies that implement environmental concerns.

1.1. Literature Review

1.1.1. Job Pursuit Intention

According to [9], intention is an action carried out deliberately, not without purpose. An applicant's intention to pursue a job includes attitudes such as sending an application, participating in an interview and deciding whether or not to accept a job offer [7]. According to [7], individuals choose available options through a kaleidoscope lens to determine the suitability between job demands, constraints, opportunities, and personal relationships and interests. According to [9], the intention to apply for a job is assessed through 5 (five) things, namely acceptance of a job offer, placement of the company as the first choice, interview session, trying to join and feeling interested in the company. In the context of this research, organizations that are committed to environmental sustainability by implementing GHRM practices can attract the best talent by increasing their intention to pursue employment in the organization.

1.1.2. Green Human Resources Management

Green Human Resources Management (GHRM) encourages people to take actions that positively impact the environment. GRHM combines HR management activities to promote sustainable use of resources and minimize negative impacts on business operations due to environmental issues [12]. Apart from that, the focus of GHRM is also on changing from ordinary employees to employees who are sensitive to greening with an orientation towards achieving environmentally friendly organizational goals by contributing to environmental conservation efforts. According to [13] GHRM itself is a system in workforce management that is practised to reduce negative impacts that occur in the environment or to increase the positive effects that exist in the environment on company performance in a sustainable manner. GHRM is known as an effort to meet the need for balance between companies in creating and preserving the natural environment, which will also impact future success [14].

1.1.3. Organizational Attractiveness

According to [6], when a prospective employee is interested in an organization as a preferred place to work, has a positive desire to develop relationships and has high job pursuit intentions, this is considered organizational attractiveness. Organizational attractiveness is crucial for organizations. Organizational attractiveness is very influential in the job search period. Factors that influence the decision of prospective job applicants to apply to a company or organization. One is how willing and willing an individual is to use and work at a particular organization or company. The desire and willingness of this individual to work in a specific organization is called organizational attractiveness [15].

1.1.4. Generation Z

A generation is a group of people with the same age, year of birth, location, and similar experiences and influence growth. [16]. Generation z is those born between 1998 and 2009 after the millennial generation or Generation Y [17]. Generation Z is often referred to as the Generation or Net Generation because this Generation was born and developed in a modern era of technology. This Generation grew up with the development of technology, the internet and social media. Therefore, they are nicknamed the Internet generation [16]. Generation Z has the characteristics of relying heavily on social media and mastering technology more; they also tend to prefer working individually and experience demotivation more easily [1]. The growth of this generation amidst existing developments has made them also grow together with environmental issues. This generation has general characteristics that lead to respect for work-life balance and a level of sensitivity to environmental conservation. According to [6], Generation Z job seekers tend to be highly interested in working in companies that adhere to environmentally friendly practices.

1.2. Hypothesis

1.2.1. The Influence of Green Human Resources Management on Job Pursuit Intention

Research by [6] found that environmentally friendly recruitment positively relates to job search intentions. The effectiveness of sustainable training strategies, participation in environmentally friendly projects, and the implementation of ecologically friendly wages and rewards indicate how well GHRM can attract potential candidates. Research conducted by [6] regarding the impact of environmentally friendly GHRM and the Job Search Intention (JPI) of students in Malaysia shows that there is a positive influence between environmentally friendly recruitment and the tendency to look for work. According to [18], prospective job applicants pay attention to companies' environmental

performance regarding GHRM and tend to apply for jobs in companies that practice sustainability. Therefore, HR must adopt environmentally friendly strategies, such as environmentally friendly branding and marketing, to attract and recruit individuals with aligned values.

According to [10], environmentally friendly recruitment and selection procedures can easily attract potential candidates to an organization. According to [11], as part of GHRM activities, environmentally friendly relationships between employees are strongly related to intentions to seek employment opportunities. Several studies have found a positive relationship between GHRM and intention to look for work in students' Job Pursuit Intention [3][9]. This is in line with the TBL theory, where organizations support environmental sustainability in achieving business strategies to achieve organizational sustainability through the implementation of GHRM so that they can attract potential candidates to work in the company. In addition, this is also in line with the theory of social identity, where Generation Z, as job seekers, prefer to work for organizations that implement GHRM with their social identity. Therefore, the resulting hypothesis is as follows:

$H_{a1(a)}$ = Green Human Resource Management has a positive effect on Job Pursuit Intention

1.2.2. The influence of Green Human Resources Management on Organizational Attractiveness

Potential applicants may view Organizations that implement GHRM positively because they are considered socially responsible towards the environment [19]. The environmental responsibility reputation of a reputable organization tends to increase individuals' self-esteem, thereby making them more attracted to the organization. In addition, expanding the company's reputation will likely increase organizational attractiveness because prospective employees want to be part of the organization to improve their self-esteem. Thus, the company's commitment to environmental preservation attracts the company. Research by [6] shows that GHRM positively influences organizational attractiveness. This is in line with the TBL theory, where organizations support environmental sustainability in achieving business strategies to achieve organizational sustainability through the implementation of GHRM so that it can be an organizational attraction to attract potential candidates to work in the company. In addition, this is also in line with the theory of social identity, where implementing effective environmentally friendly practices can improve the organization's reputation among stakeholders, increasing organizational attractiveness. Therefore, the resulting hypothesis is as follows:

$H_{a2(b)}$ = Green Human Resource Management has a positive effect on Organizational Attractiveness

1.2.3. The Influence of Organizational Attractiveness on Job Pursuit Intention

According to [3], organizations implementing GHRM are likely to be viewed positively by potential applicants because they can be considered socially responsible towards the environment. The influence of a reputable organization with a reputation for environmental responsibility tends to increase individuals' self-esteem, so they are more attracted to that organization. As an alternative, expanding the company's reputation will likely increase organizational attractiveness when prospective employees desire to become part of the organization to improve their self-esteem. So, if someone is interested in an organization, it is likely that he will also show a firm intention to work in that organization. Research conducted by [6] shows that organizational attractiveness positively influences job pursuit intention. For example, research by [20] found that messages conveyed by organizations regarding social and environmental responsibility positively impacted job pursuit intention through organizational attractiveness. So, the resulting hypothesis is as follows:

$H_{a3(c)}$ = Organizational attractiveness has a positive effect on Job Pursuit Intention

1.2.4. The Effect of Green Human Resources Management on Job Pursuit Intention by Mediating Organizational Attractiveness

Organizational attractiveness is a person's affective thoughts, actions and attitudes about an organization as a prospective workplace. If someone is interested in an organization, they will likely have a firm intention to work there. Organizations that implement GHRM practices will be seen as responsible organizations and provide opportunities for prospective employees so that they can be an attraction for organizations to get potential candidates to work in the company [19]. Research conducted by [6] states that organizational attractiveness mediates the relationship between GHRM and job pursuit intention. Based on these arguments, the results of the hypothesis formulation are as follows:

$H_{a4(b-c)}$ = Green Human Resource Management has a positive effect on Job Pursuit Intention mediated by Organizational Attractiveness

The following conceptual framework of this research can be seen in Figure 1.

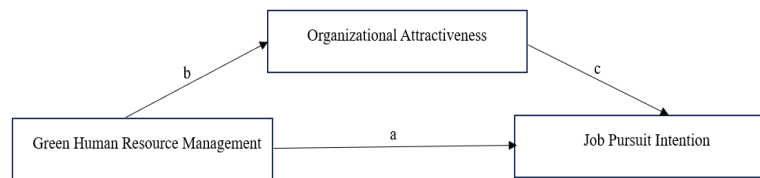


Figure 1. Research Conceptual Framework

2. METHOD

The type of research used by the author in this study is a quantitative approach that tests several hypotheses. The population of this study was students of the Management Study Program, Faculty of Economics, Sanata Dharma University, class of 2020, totalling 228 students and the class of 2021, totalling 222 students. The sample of this study was some students of the Management Study Program, Faculty of Economics, Sanata Dharma University, class of 2020 and 2021, who were interested in looking for work as many as 80 students. This research uses a sampling technique, purposive sampling, where the sample selection technique is based on criteria determined by the researcher [21]. The sampling criteria for this research were active students at Sanata Dharma University, Faculty of Economics, Department of Management, class 2020 to 2021, who intended to look for work.

The variables used in this study include the dependent variable, namely job pursuit intention with indicators including (a) prospective workers have an interest in companies that implement GHRM practices, (b) prospective workers seek job opportunities in companies that implement GHRM practices, and (c) prospective workers support environmentally friendly practices in the company [7]. The independent variable of this study is Green Human Resources Management, which includes indicators such as (a) the company has environmentally friendly goals, (b) it provides environmentally friendly training, and (c) environmentally friendly behaviour in the workplace [13]. The mediating variable of this study is organizational attractiveness, with indicators including (a) prospective workers who are interested in joining companies that implement GHRM practices and (b) the image of companies that implement GHRM practices [6]. The data collection technique used an online questionnaire distributed via Google Forms. The data analysis technique of this study used Structural Equation Modelling Partial Least Square (SEM PLS) with the SmartPLS 4 application. SEM PLS is a model that allows researchers to include variables that are measured indirectly. This PLS-SEM model has advantages compared to other multivariate statistical methods because of its ability to display a comprehensive model, confirm the dimensions of a concept or factor, and measure the influence of relationships that theoretically exist [21].

3. FINDING AND DISCUSSION

The characteristics of the respondents show that there are more female than male respondents. Meanwhile, based on age characteristics, it can be seen that the percentage aged 21-25 years dominates filling out the questionnaire at 76.3%. Filling out this questionnaire was dominated by the class of 2021 at 68.8% and the class of 2020 at 31.3%.

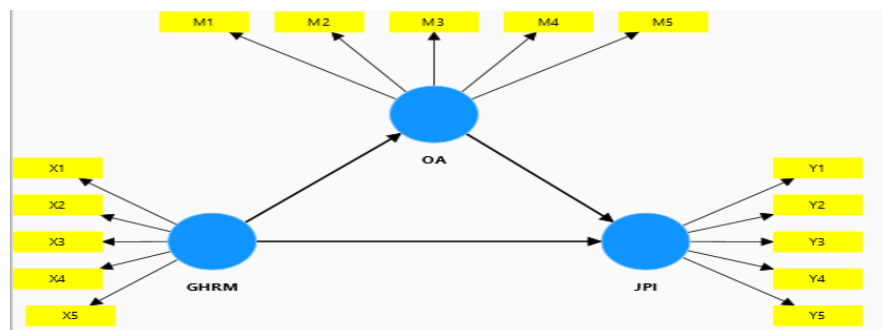


Figure 2. Research Results from SmartPLS

Source: Data processed with SmartPLS 4

Based on the data from stage 1 calculations, it can be concluded that there is one invalid item, namely M5. So, these items will be removed, and stage 2 validity testing will be carried out. The results of stage 2 testing show that all items with outer loading values are declared valid or above 0.6. Based on calculations, the data processing results show that the GHRM and Job Pursuit Intention (JPI) variables have good reliability; this is demonstrated by all variables above the threshold of 0.70, indicating high consistency and stability of the instrument.

Based on the results of data processing, it was found that all indicators had a higher correlation coefficient with their variables compared to the correlation coefficient between the indicators and other variables. Therefore, each indicator in one block forms a variable or construct in that column. According to [21], convergent validity is the extent to which a measure positively correlates with alternative measures of the same construct. Based on this, construct indicators are treated as an approach to measuring the same construct. Therefore, items that are indicators of a particular construct must be convergent or have a high proportion of other variances. Measuring the convergent validity of the construct by considering the outer loadings of the indicators and AVE. The value requirement for a construction to be considered reliable is above 0.708. Based on the data above, the AVE root value and construct correlation with other constructs are as follows:

- (a) Job Pursuit Intention (JPI): AVE root value is 0.765. JPI correlation value with other variables: 0.838 and 0.829
- (b) Organizational attractiveness: AVE root value is 0.740. Correlation value of organizational attractiveness with other variables: 0.810 and 0.829
- (c) GRHM: AVE Root value of 0.745. GRHM correlation value with other variables: 0.838 and 0.810

The R-square value of the JPI variable is 0.768. This means that the variability of the JPI constructs, which can be explained by the variability of GHRM and Organizational Attractiveness (AO), is 76.8%. In comparison, other variables outside those studied explain the remaining 23.2%. The R-squared value for the organizational attractiveness variable is 0.655, which means that GHRM and JPI can define the organizational attractiveness variable at 65.5%. Other variables outside the research can explain the remaining 34.5%.

Table 1. Direct Effect Hypothesis Test Results

	Hypothesis	SD Value Coefficient	T statistic	P value	information
H1	GHRM→JPI	0,482	4,220	0,000	Proven
H2	GHRM → OA	0,810	14,602	0,000	Proven
H3	OA → JPI	0,439	4,113	0,000	Proven

Source: Data processed with SmartPLS 4

Table 1 shows that GHRM has a positive effect on JPI where $t \text{ count} > t \text{ table}$ ($4.220 > 1.96$) or $P \text{ values} < 0.05$ ($0.000 < 0.05$) so that H_{o1} is rejected and H_{a1} is accepted. Furthermore, Table 1 shows that GHRM has a positive effect on OA where the $t \text{ table count}$ is ($14.602 > 1.96$) or $P \text{ values} < 0.05$ ($0.000 < 0.05$), so that H_{o2} is rejected and H_{a2} is accepted. Furthermore, Table 1 shows that OA affects JPI where the $t \text{ table count}$ is ($4.113 > 1.96$) or $P \text{ values} < 0.05$ ($0.000 < 0.050$) so that H_{o3} is rejected and H_{a3} is accepted. Table 2 shows that GHRM positively affects JPI mediated by OA.

Table 2. Indirect Effect Test Results

	Original sampel (O)	Sample mean (M)	Stabdart Deviation (StdEv)	T Statistik	P Value
GHRM→ OA → JPI	0,355	0,360	0,085	4,197	0,000

Source: Data processed with SmartPLS 4

Based on Table 1, GHRM positively affects Job Pursuit Intention. This means that by implementing a GHRM system in a company, it will be able to attract the interest of job seekers, especially Generation Z. This is in line with research by [18] which shows that prospective job applicants pay attention to the company's environmental performance regarding green human resources management and tend to apply for jobs, in companies that practice sustainability systems. This is in line with the TBL theory, where organizations support environmental sustainability in achieving business strategies to achieve organizational sustainability through the implementation of GHRM so that they can attract

potential candidates to work in the company. In addition, this is also in line with the theory of social identity, where Generation Z, as job seekers, prefer to work for organizations that implement GHRM with their social identity. The results of this research support research conducted by [9] which states that GHRM positively affects job pursuit intention.

This is in line with the TBL theory, where organizations support environmental sustainability in achieving business strategies to achieve organizational sustainability through the implementation of GHRM so that it can be an organizational attraction to attract potential candidates to work in the company. In addition, this is also in line with the theory of social identity, which states that implementing effective environmentally friendly practices can improve the organization's reputation among stakeholders, thereby increasing organizational attractiveness. The results of this study support the research conducted by [6][22] which states that GHRM has a positive effect on organizational attractiveness.

Table 1 shows that organizational attractiveness positively affects job pursuit intention. This means that increasing organizational attractiveness will increase Job Pursuit Intention. This is in line with the research results by [20] which show that messages conveyed by organizations regarding social and environmental responsibility positively impact job pursuit intention through organizational attractiveness. The results of this study support research conducted by [6] which shows that organizational attractiveness has a positive effect on job pursuit intention.

Table 2 shows that GHRM positively affects job pursuit intention mediated by organization attractiveness. This means that establishing a GHRM system in a company will help attract job seekers through organizational attractiveness. Organizations that implement GHRM practices will be seen as responsible organizations and provide opportunities for prospective employees so that they can be an attraction for organizations to get potential candidates to work at the company [19]. The results of this study support research conducted by [6], which states that organizational attractiveness mediates the effect of GHRM on job pursuit intention.

4. CONCLUSION

The results of this research show that: (1) GHRM has a positive effect on job pursuit intention, which means that by implementing the GHRM system in a company, it will be able to attract the interest of job seekers, especially Generation Z; (2) GHRM has a positive effect on organizational attractiveness, which means that by implementing the GHRM system in a company it will have an effect on organizational attractiveness; (3) organizational attractiveness has a positive effect on job pursuit intention, which means that increasing organizational attractiveness will increase job pursuit intention; and (4) GHRM influences job pursuit intention by mediating organizational attractiveness, which means that by establishing a GHRM system in a company, it will be able to attract the interest of job seekers through organizational attractiveness.

Researcher suggestions (1) for Generation Z are advised to seek information about companies that implement environmentally friendly principles and are actively involved in environmental initiatives in the workplace. This participation will positively impact the environment and increase loyalty and job satisfaction; (2) for further researchers based on the R-Square value of 76.8%, which means other variables influence the independent and dependent variables in this research. Therefore, future researchers who will research and continue this research can add several other variables, such as corporate governance, environmentally friendly recruitment, and the impact of GHRM practices in different cultural contexts, so they can generalize the research findings more widely.

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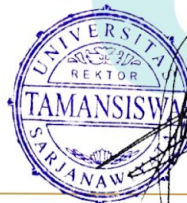
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