

CHAPTER I

INTRODUCTION

1.1 Research Background

In contemporary scientific discourse, the phenomena of climate change, sustainability, and environmentally degradation have emerged as critical issues that require global examination. Global average temperatures have risen by more than 1.1°C since pre-industrial times, according to the Intergovernmental Panel on Climate Change (IPCC, 2023). Without significant mitigation efforts, this problem is expected to continue. Due to its profound impacts on ecological systems, climate change threat human health, social infrastructure, and the economy. This obstacle can more complex and interdependent nature requires a comprehensive approach that combines climate change mitigation strategies with sustainable development efforts. Beside of that, their efforts to increase resilience and adaptability in the face of the ongoing environmental crisis and effective interventions require collaboration between government organizations, the private sector, and civil society.

In this research context, there is increasing pressure on the modern business environment to demonstrate a genuine commitment to creating social and environmental value alongside creating economic value. The employment landscape has been greatly affected by this paradigm shift, especially with regard to the evaluation standards used by job seekers, particularly millennials and Generation Z. According to a research by Deloitte (2022), over 49% of people in this generation give sustainability and social values top priority when choosing a

place to work, indicating a significant shift towards a preference for companies that share their personal values and demonstrate environmental responsibility. Thus, sustainability is now a key component of an organization's identity and appeal rather than a peripheral concern. Companies that are committed to sustainability are a plus for job seekers who are increasingly concerned about social and environmental issues.

This phenomenon is increasingly visible in Indonesia. According to a study conducted by Wahyuningsih et al. (2023), more than 70% of Indonesia's Gen Z population is very likely to apply to organizations that regularly use Green Human Resource Management (GHRM) practices. This finding suggests that a company's environmental focus is a key indicator of an organization's attractiveness and a determining factor in the younger generation's intention to work there. In addition to looking for a job, they are also looking for purpose, alignment with their values, and ways to start contribution for a better world.

In line with this, the concept of perceived value fit is becoming more and more crucial in describing how people evaluate the alignment of their own values with those that the organization has chosen. According to the person-organization fit theory, an individual's intention to join an organization increases with the degree of fit (Cable & Edwards, 2004). When it comes to sustainability, job seekers will typically select companies that exhibit environmental commitments consistent with their pro-environmental attitude. It has also been demonstrated that pro-environmental attitudes, that is people's favorable opinions about the significance of environmental preservation that have an impact on career choices. According to

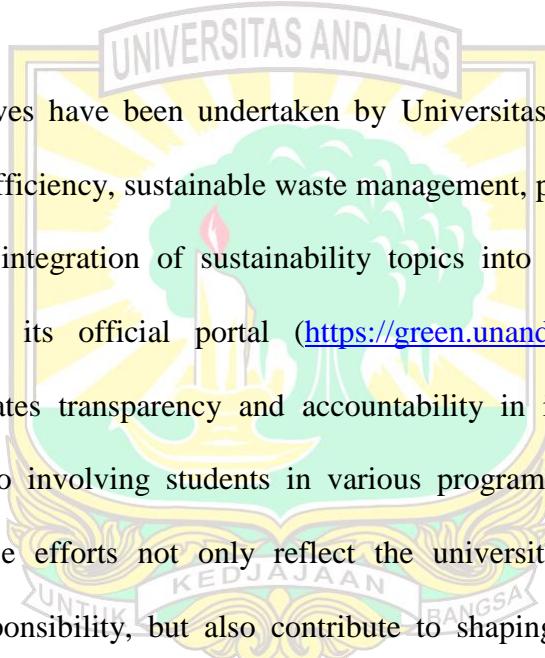
research by Ilmia and Arquisola (2022), high environmental awareness job seekers are more interested in working for organizations that have GHRM programs and exhibit a dedication to green practices. This mindset is a reflection of job seekers' inherent drive to work for companies that align with their values.

However, actions or intentions to apply for a job are not always directly correlated with these individual attitudes and values. There are mediating mechanisms that connect personal values and behavioral intentions, according to several studies. Organizational reputation is one such mechanism. According to Behrend et al. (2009), job perceptions of an organization's attractiveness are significantly influenced by its reputation, particularly when the organization conveys pro-environmental messages. A good reputation indicates that the organization is not only committed to important issues but also worth working for.

Wang et al. (2023) confirmed in their study that organizational reputation serves as a mediator in the relationship between GHRM and job search intention, highlighting the importance of external perceptions of organizational integrity and credibility in influencing job seekers' decisions. In other words, people's intention to apply for a job is significantly influenced by how much they believe the organization is a socially and ecologically reputable entity, even if they have a positive attitude towards the environment.

In the past five years, sustainability has also emerged as a major agenda in Indonesian higher education. Universities are no longer viewed merely as centers of knowledge production, but as key agents of social transformation that promote

environmental awareness and social responsibility among students. UI GreenMetric is a global green campus ranking that measures how well universities integrate sustainable development values into their operations and academic activities (UI GreenMetric, 2024). Universitas Andalas has been actively participating in the system since 2018 and continues to improve its performance through environmental sustainability practices on campus and the application of Green Campus principles across academic and operational activities (Universitas Andalas, 2023).



Several initiatives have been undertaken by Universitas Andalas, including energy and water efficiency, sustainable waste management, preservation of green open spaces, and integration of sustainability topics into the curriculum and research. Through its official portal (<https://green.unand.ac.id>), Universitas Andalas demonstrates transparency and accountability in implementing green policies, while also involving students in various programs that focus on the environment. These efforts not only reflect the university's commitment to environmental responsibility, but also contribute to shaping pro-environmental attitudes among students who are exposed to these values throughout their academic journey. Such exposure is likely to influence how alumni view their ideal workplace, particularly in terms of value congruence and organizational reputation.

Based on the explanation above, this study is relevant because alumni of Universitas Andalas have been immersed in an academic environment that instills sustainability values. This can form a perception of value congruence, or a sense

of fit between personal and organizational values, and pro-environmental attitudes, which are important determinants of job search intentions to apply to environmentally responsible organizations. In this context, organizational reputation serves as a psychological bridge connecting personal values with sustainable job pursuit intentions.

Table 1 Pra questionnaire statements and answer scale (n=20)

No	Statements	SD	D	N	A	SA	\bar{x}
1.	I am interested in and would like to find a job at a sustainability-based or environmentally friendly company.	0	0	0	7	13	4,65
2.	I would recommend the company to friends/colleagues as a worthy employer.	0	0	0	12	8	4,4
3.	I will research the sustainability and environmentally friendly practices of the company I am interested in.	0	0	0	6	14	4,7
4.	I will demonstrate a strong interest in this sustainability-based company during the selection process.	0	0	0	8	12	4,6
5.	I aspire to pursue a career at a company that aware about sustainability and the environment.	0	0	3	7	10	4,35
Total Average							4,54

*1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

** The respondents surveyed were Management Department alumni who had graduated in the last 3 years (2023-2025).

From the pra-survey that has been conducted on the table 1 above, shows that the researcher suspects there is possible impact of perceived value fit and pro-environmental attitude on job seeking intention among alumni of the Management

Department of Universitas Andalas. The respondents consisted of 20 Management Department alumni who graduated in the last 3 years (2023-2025) and currently looking for work or had experience in choosing a workplace. This is supported by research conducted by Schomburg (2003), suggesting that research conducted to track the path of college graduates after they graduate (tracer study) should be conducted within a period of 1-3 years after graduation, because that is a critical period to see the relationship between education and the world of work. The last 3 years were chosen because during that period, alumni are still active in searching and adjusting their jobs after completing their studies.

Based on the results of the Table 1, the average total answer showed a value of 4.54 which was greater than the median value of 3.5. This shows that in general respondents have a high intention to apply for jobs at companies that implement environmentally friendly practices, which indicates a perception of the suitability of personal values and concern for the environment. For example, in the statement "I will demonstrate a strong interest in this sustainability-based company during the selection process" respondents gave an average score of 4.6. This finding strengthens the assumption that the reputation of an sustainability-based organization is one of the mediating factors that strengthens the relationship between pro-environmental attitudes and interest in applying for a job at the company and based on the results of the pra-survey, a phenomenon was found that underlies this study, namely the increasing awareness of job seekers towards environmental issues and sustainability values in the world of work. This is reflected in the tendency of 20 respondents (alumni of the Management Department of Universitas Andalas) who showed a high

interest in working in companies that implement sustainability and environmentally friendly practices.

Although there have been various studies examining the relationship between perceived value fit, pro-environmental attitudes, and job pursuit intentions, there is still a research gap that needs to be explained. Most previous studies were conducted in developed countries, or focused on organizational practices without deeply exploring the perceptions and attitudes of individuals, especially job seekers, towards organizational values. There have been few studies examining the mediating role of organizational reputation in the context of job search in Indonesia, especially in relevant populations such as alumni of management study programs who will enter the professional workforce. Given the above description, the title of this research is **“How Does the Perceived Value Fit and Pro-Environmental Attitude on Job Pursuit Intention of University Graduated? (Study on Alumni of the Management Department, Universitas Andalas).”**

1.2 Research Questions

The several research questions in this research are as follows:

1. How does perceived value fit impact on job pursuit intention to alumni among Management Department, Universitas Andalas?
2. How does pro-environmental attitude impact on job pursuit intention among alumni of Management Department, Universitas Andalas?
3. How does perceived value fit impact on organizational reputation among alumni of Management Department, Universitas Andalas?

4. How does pro-environmental attitude impact on organizational reputation among alumni of Management Department, Universitas Andalas?
5. How does organizational reputation impact on job pursuit intention among alumni of Management Department, Universitas Andalas?
6. How does organizational reputation mediate the relationship between perceived value fit and job pursuit intention among alumni of Management Department, Universitas Andalas?
7. How does organizational reputation mediate the relationship between pro-environmental attitude and job pursuit intention among alumni of Management Department, Universitas Andalas?

1.3 Research Objectives

This research aims to achieve the following objectives:

1. To examine the impact of perceived value fit on job pursuit intention among alumni of Management Department, Universitas Andalas.
2. To examine the impact of pro-environmental attitude on job pursuit intention among alumni of Management Department, Universitas Andalas.
3. To examine the impact of perceived value fit on organizational reputation among alumni of Management Department, Universitas Andalas.
4. To examine the impact of pro-environmental attitude on organizational reputation among alumni of Management Department, Universitas Andalas.
5. To examine the impact of organizational reputation on job pursuit intention among alumni of Management Department, Universitas Andalas.

6. To examine the mediating role of organizational reputation in the relationship between perceived value fit and job pursuit intention among alumni of Management Department, Universitas Andalas.
7. To examine the mediating role of organizational reputation in the relationship between pro-environmental attitude and job pursuit intention among alumni of Management Department, Universitas Andalas.

1.4 Research Contribution

This research is expected to provide valuable contribution as follow:

1. Theoretical Contribution

This research contributes to the enrichment of literature and knowledge in the fields of organizational behavior and human resource management, especially with regard to the factors that impact on job pursuit intentions in relation to environmental issues. By integrating perceived value fit, pro-environmental attitude, and organizational reputation, this research offers new insights into sustainable career preferences, especially in the context of Indonesian university alumni, a setting that has received limited academic attention.

2. Practical Contribution

This research provides practical insights for organizations, recruiters, and educational institutions. The findings of this research emphasize the importance of organizational reputation in attracting environmentally conscious job seekers. Organizations can utilize this research to develop

effective employer branding strategies that reflect sustainability values. Additionally, universities may apply the findings to design curriculum or training programs that encourage pro-environmental values and career awareness among students and graduates.

1.5 Research Scope

The scope of this research is contextually limited to alumni of the Department of Management, Universitas Andalas, who graduated in the last three years (2023–2025). The variables used are perceived value fit and pro-environmental attitudes on job pursuit intentions and focusing on the mediating role of organizational reputation. This study examines how alumni's alignment with environmental values and organizational image shape their intentions to apply for positions in environmentally responsible organizations.

1.6 Research Outline

CHAPTER I INTRODUCTION

This chapter comprises of the research background, research question, research objective, research contribution, scope of the research, and outline of the research.

CHAPTER II LITERATURE REVIEW

This chapter comprises of the theory used, the explanation of each variable of this research, the hypothesis development, previous studies, and the research conceptual framework.

CHAPTER III RESEARCH METHOD

This chapter contains the research design, the population and sample, the types and source of data, the measurement and operational definition of the research variables, and the data analysis techniques.

CHAPTER IV RESULT AND DISCUSSION

This chapter comprises the result of the data analysis, the discussion, the explanation about the research hypothesis whether they are accepted or rejected, and the comparison with the theory used and previous studies.

CHAPTER V CONCLUSION

This chapter contains the summary of the research, the implication, the limitations of the research, and the recommendations for future research.

