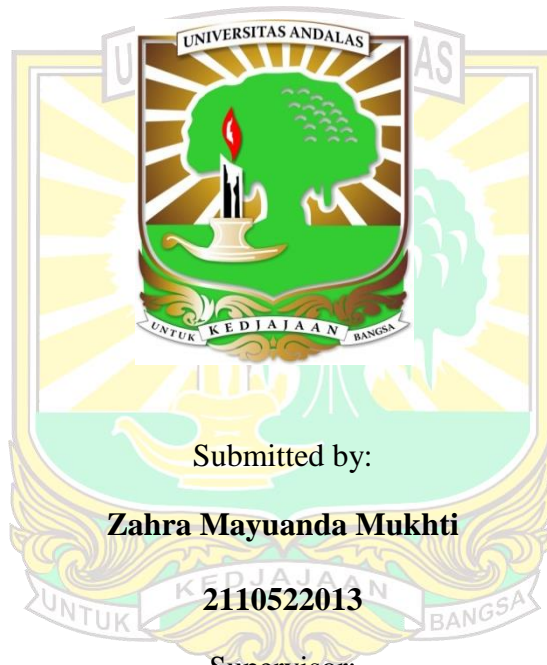


**HOW DOES THE PERCEIVED VALUE FIT AND PRO-  
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INTENTION OF UNIVERSITY GRADUATED?**

**(A Study of Management Department Alumni, Universitas Andalas)**

**THESIS**

Submitted as Partial Requirements to Achieve a Bachelor's Degree (S1),  
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**INTERNATIONAL MANAGEMENT STUDY PROGRAM  
DEPARTMENT OF MANAGEMENT  
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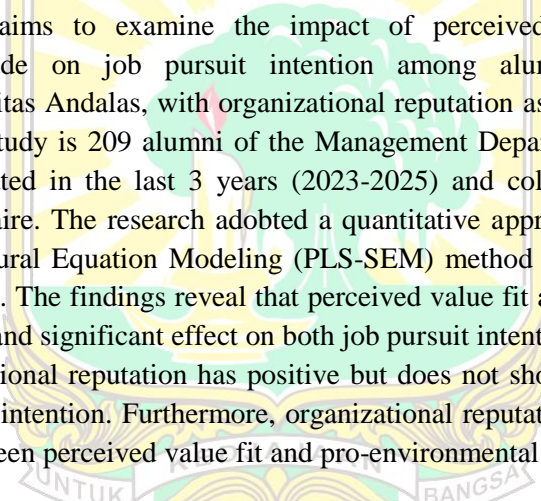
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**ABSTRACT**



This study aims to examine the impact of perceived value fit and pro-environmental attitude on job pursuit intention among alumni of Management Department, Universitas Andalas, with organizational reputation as a mediating variable. The sample of this study is 209 alumni of the Management Department of Universitas Andalas who graduated in the last 3 years (2023-2025) and collected data through a structured questionnaire. The research adopted a quantitative approach using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method and the analysis tool used was SmartPLS4. The findings reveal that perceived value fit and pro environmental attitude has positive and significant effect on both job pursuit intention and organizational reputation. Organizational reputation has positive but does not show a significant direct effect on job pursuit intention. Furthermore, organizational reputation could not mediate the relationship between perceived value fit and pro-environmental attitude on job pursuit intention.

**Keywords:** Perceived Value Fit, Pro-Environmental Attitude, Job Pursuit Intention, Organizational Reputation, University Graduated, PLS-SEM, Mediating Variable

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