

## IMPACT OF JOB PREFERENCES ON SELF-PERCEIVED EMPLOYABILITY: A STUDY AMONG BANDUNG UNIVERSITY ALUMNI (2021–2023)

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### Abstract

*This study investigates the impact of job preferences on self-perceived employability (SPE) among university graduates in Bandung, Indonesia. Unemployment in Indonesia, particularly among fresh graduates, has highlighted structural issues in the labor market, including skill mismatches and insufficient job creation. Job preferences, including factors such as salary, work-life balance, and career development, are crucial in determining an individual's ability to secure desirable employment. This research, based on a sample of 280 graduates from various universities, reveals that well-defined and realistic job preferences positively influence SPE. The analysis shows a significant and strong relationship between job preferences and employability, with a high path coefficient (0.986) and a T-statistics value far exceeding the significance threshold. The results highlight the importance of aligning personal career goals with market demands, enhancing individuals' self-confidence in their employability. Educational institutions also play a key role in shaping job preferences and employability by providing skills that match labor market needs. The study underscores the need for better integration between education and industry to improve graduates' market readiness. Universities in Bandung should integrate skill training aligned with labor market demands, career guidance, industry trend seminars, and job search strategies to ensure graduates possess relevant preferences and skills for the workforce. This study employed the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method to analyze the factors influencing graduate employability preferences. As a recommendation, higher education institutions and policymakers should emphasize industry collaboration and adopt policies that enhance graduates' readiness for the evolving job market.*

**Keywords:** Job preferences, Self-Perceived Employability, University Graduates, Employability Bandung, Graduate Market Indonesia

### INTRODUCTION

Unemployment in Indonesia has reached 5.2%, the highest rate in Southeast Asia (World Economic Outlook, 2024). This alarming statistic reflects significant global challenges in addressing structural labor market issues, including skill mismatches,

inadequate job search tools, and insufficient job creation (Negara & Wihardja, 2023). Long-term unemployment is a critical global issue, as extended periods of joblessness not only erode individual skills but also hinder economic growth, reduce consumer purchasing power, and increase social costs (Bejaković & Mrnjavac, 2018). On average, Indonesian job seekers face over eight months of unemployment, with many falling into long-term unemployment categories (Cahyo et al., 2020; Friska, 2021).

At the global level, trends such as digital transformation, increasing demands for flexibility, and shifting generational priorities emphasize the need for labor markets to adapt to new workforce expectations. These issues resonate strongly in Indonesia, particularly for fresh graduates whose job preferences often misalign with available opportunities. Millennials and Gen Z globally, including in Indonesia, increasingly value work-life balance, job flexibility, and career development (Asia Pacific, 2022). However, these heightened expectations can lead to extended job searches and mismatches in labor markets, especially in developing economies like Indonesia (Haris & Ode, 2022).

Job preferences, which include factors such as job quality, stability, salary, and work-life balance, have become a central focus in studies of workforce transition. In Indonesia, a survey by Asia Pacific (2022) revealed that workers increasingly value job flexibility, work-life balance, and career development opportunities. These heightened job preferences reflect a shift in priorities among millennials and Gen Z, who seek careers aligned with their personal interests and long-term goals (Haq & Noorrizki, 2022).

Previous studies have shown that clear job preferences can enhance self-perceived employability (SPE). SPE refers to an individual's confidence in their ability to secure desirable employment based on their skills, experience, and social capital (Rothwell et al., 2008). Individuals whose job preferences align with market opportunities are more likely to develop the human, social, and psychological capital needed to navigate the job market successfully (Tomlinson, 2017).

However, job preferences can also create challenges, especially when individual expectations do not align with labor market conditions. For instance, fresh graduates in Indonesia often aspire to jobs that offer high salaries, location flexibility, and supportive work environments for personal development. These expectations can lead to a mismatch between job seekers and available opportunities, particularly in industries with limited capacity to meet such preferences (Haris & Ode, 2022; Wijaya & Sinambela, 2021). This underscores the importance of fostering high SPE to help individuals adapt to market demands and changes.

In the city of Bandung, these challenges are particularly pronounced. As an educational hub with prominent universities such as Institut Teknologi Bandung (ITB), Universitas Padjadjaran, Telkom University, and Bina Nusantara University, Bandung produces a significant number of highly educated graduates annually. Despite their qualifications, many graduates face prolonged unemployment due to misaligned job

preferences, skill gaps, and limited employability readiness (Balqis Prisrilia et al., 2021). Research highlights that only 55.9% of fresh graduates in Bandung demonstrate high self-perceived employability (SPE), a critical factor for navigating today's labor market effectively (Firdausa Nasa et al., 2022).

SPE is influenced by several factors, including self-confidence, organizational involvement, and skill development (Putrawan & Suhesty, 2024; Winterton & Turner, 2019). According to Gilardi & Guglielmetti (2015), high SPE significantly increases the likelihood of securing a job that aligns with personal preferences. This is particularly relevant in Indonesia, where many fresh graduates lack adequate levels of SPE (Balqis Prisrilia et al., 2021). Additionally, training programs like Certified Independent Study and Internship (MSIB) have proven effective in improving practical skills and boosting graduates' confidence in navigating the competitive labor market (Setditjen Dikti, 2022).

Nevertheless, the reality in Indonesia shows that formal education often falls short of bridging the gap between graduates' skills and labor market needs (British Council, 2018). Only 39% of graduates feel that their education has effectively improved their employability prospects (British Council, 2022). This calls for reforms in the education system, emphasizing practical skill development and alignment with industry needs. A more market-oriented education system can also help individuals set more realistic job preferences. Furthermore, the disparity in education quality between private and public universities contributes to employability gaps. Public universities like ITB and Universitas Padjadjaran typically produce graduates with a stronger reputation among employers compared to private institutions (Direktorat Pembelajaran dan Kemahasiswaan, 2024). This disparity underscores the need for educational institutions in Bandung to adopt more industry-aligned curricula, emphasize skill-building programs, and foster career readiness through initiatives like internships and certifications.

Job preferences represent individuals' aspirations for a balance between personal and professional needs. For example, millennials and Gen Z in Indonesia increasingly favor jobs that offer flexibility and clear career growth paths (Muhammad Akbar Rausyan Fikri et al., 2024). These preferences can serve as positive motivation for individuals to continuously enhance their skills and competencies. However, overly specific job preferences without adequate SPE may pose challenges in the job search process. Therefore, job preferences and SPE must work in tandem to create optimal employment opportunities for individuals.

The urgency of addressing unemployment and employability gaps in Bandung is not only a local concern but also a reflection of broader global labor market dynamics. By integrating targeted interventions—such as enhancing career counseling, improving access to practical training programs like MSIB, and fostering closer collaboration between academia and industry—Bandung can serve as a model for tackling unemployment challenges in other cities across Indonesia.

In conclusion, job preferences significantly influence self-perceived employability. Alignment between job preferences and market needs can enhance individuals' confidence and readiness to enter the workforce. Conversely, unrealistic preferences may hinder job seekers in navigating labor market realities. Addressing these issues holistically will enhance SPE among graduates, reduce unemployment durations, and create a workforce better equipped to meet global and local challenges.

## 2. IMPLEMENTATION METHOD

### Research Design

This study employs a quantitative research design to investigate the impact of job preferences on self-perceived employability among university graduates in Bandung. A cross-sectional approach was adopted, where data were collected at a single point in time to examine the relationship between the variables. This design is suitable for assessing the influence of job preferences on self-perceived employability within the context of Bandung's graduate (Creswell & Creswell, 2014).

### Population and Sample

The population for this study consists of university graduates in Bandung who completed their studies between 2021 and 2023. Bandung was chosen due to its status as a hub of higher education in Indonesia, hosting a mix of public and private universities with diverse graduate profiles. A purposive sampling technique was used to select participants who met the following criteria:

1. Graduates from public (Institut Teknologi Bandung and Universitas Padjadjaran) or private (Telkom University and Bina Nusantara University @Bandung) universities in Bandung.
2. Actively seeking employment or recently employed.
3. Aged between 21 and 30 years.

The sample size was determined using the formula proposed by Hair JR et al. (2010), ensuring a sufficient number of respondents for reliable statistical analysis. A total of 100 respondents were targeted to provide robust insights into the research objectives.

### Data Collection

Data were collected through an online survey using a structured questionnaire distributed via social media platforms and alumni networks. The questionnaire consisted of three sections:

1. **Demographic Information:** Age, gender, educational background, and year of graduation.
2. **Job Preferences:** Measured using a Likert scale to assess preferences related to salary, job stability, work-life balance, and career development opportunities (Gyarteng-Mensah et al., 2022; Rouvroye et al., 2024).

3. **Self-Perceived Employability:** Measured using a Likert scale adapted from validated instruments in previous studies to assess respondents' perceptions of their own employability in the labor market (Rothwell & Arnold, 2007).

### Data Analysis

The data were analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS). SEM-PLS is suitable for this study as it allows for the examination of complex relationships between latent variables and provides robust results with small to medium sample sizes (SAS Institute Inc, 2013). The analysis followed these steps:

1. **Descriptive Statistics:** Summarized demographic characteristics of the respondents.
2. **Measurement Model Assessment:** Evaluated the reliability and validity of the constructs using composite reliability (CR), average variance extracted (AVE), and factor loadings.
  - Convergent Validity : Ensured by AVE values greater than 0.5.
  - Reliability : Confirmed by composite reliability (CR) values exceeding 0.7 for all constructs.
  - Discriminant Validity : Assessed using the Fornell-Larcker criterion and cross-loadings.

| Variabel                            | Indikator | Loading Factor | Keterangan | AVE   |
|-------------------------------------|-----------|----------------|------------|-------|
| <i>Job Preferences</i>              | P1        | 0,714          | Valid      | 0,598 |
|                                     | P2        | 0,823          | Valid      |       |
|                                     | L1        | 0,714          | Valid      |       |
|                                     | L2        | 0,750          | Valid      |       |
|                                     | L3        | 0,848          | Valid      |       |
|                                     | B1        | 0,814          | Valid      |       |
|                                     | B2.1      | 0,783          | Valid      |       |
|                                     | B2.2      | 0,870          | Valid      |       |
|                                     | B2.3      | 0,749          | Valid      |       |
|                                     | MP1       | 0,788          | Valid      |       |
|                                     | MP2       | 0,692          | Valid      |       |
|                                     | MP3       | 0,719          | Valid      |       |
|                                     | T1.1      | 0,722          | Valid      |       |
|                                     | T1.2      | 0,717          | Valid      |       |
|                                     | T2        | 0,671          | Valid      |       |
|                                     | TK1       | 0,737          | Valid      |       |
|                                     | TK2       | 0,843          | Valid      |       |
|                                     | F1.1      | 0,852          | Valid      |       |
|                                     | F1.2      | 0,799          | Valid      |       |
|                                     | F2        | 0,783          | Valid      |       |
|                                     | F3        | 0,803          | Valid      |       |
| <i>Self-Perceived Employability</i> | I1.1      | 0,773          | Valid      | 0,600 |
|                                     | I1.2      | 0,748          | Valid      |       |
|                                     | I1.3      | 0,805          | Valid      |       |

|  |      |       |       |  |
|--|------|-------|-------|--|
|  | I1.4 | 0,731 | Valid |  |
|  | I2.1 | 0,825 | Valid |  |
|  | I2.2 | 0,749 | Valid |  |
|  | E1.1 | 0,781 | Valid |  |
|  | E1.2 | 0,837 | Valid |  |
|  | E1.3 | 0,793 | Valid |  |
|  | E1.4 | 0,779 | Valid |  |
|  | E2.1 | 0,859 | Valid |  |
|  | E2.2 | 0,755 | Valid |  |
|  | E2.3 | 0,769 | Valid |  |
|  | E2.4 | 0,699 | Valid |  |
|  | E2.5 | 0,725 | Valid |  |
|  | E2.6 | 0,747 | Valid |  |

**Structural Model Assessment:** Tested the hypothesized relationships between job preferences and self-perceived employability using path analysis. The model specification is as follows:

### Ethical Considerations

The study adhered to ethical research guidelines to ensure the confidentiality and privacy of respondents. Participants were informed about the purpose of the research, their rights to withdraw at any time, and the measures taken to protect their personal information. Consent was obtained before participation, and no identifiable information was collected. Data were securely stored and used solely for research purposes.

## 3. RESULTS AND DISCUSSION

### Results

#### Characteristics of Respondents

The research involved 280 respondents from a total population of approximately 67,950 university alumni in Bandung who graduated between 2021 and 2023. The demographic and background characteristics of respondents are summarized as follows:

#### 1. Age

The majority of respondents (47.5% or 133 individuals) were aged 21–23 years, followed by 37.5% (105 individuals) aged 24–26 years, and 15% (42 individuals) aged 27–29 years.

#### 2. Gender

The gender distribution was balanced, with 50% (140 individuals) being male and 50% (140 individuals) being female.

#### 3. Educational Level

Most respondents (97.5% or 273 individuals) held a bachelor's degree, while 2.5% (7 individuals) had a diploma 4 qualification.

#### 4. Employment Sector

A total of 75.7% (212 individuals) worked in private companies, while 24.3% (68 individuals) were employed in government-owned institutions.

#### 5. Monthly Income

Respondents earning between IDR 5–10 million constituted the largest group (66.8% or 187 individuals), followed by those earning over IDR 10 million (21.4% or 60 individuals) and those earning IDR 2–5 million (11.8% or 33 individuals).

#### 6. Residential Location

Most respondents (66.8% or 187 individuals) resided in urban areas, with 29.6% (83 individuals) in districts and 3.6% (10 individuals) in rural areas.

#### 7. Certification

A significant proportion of respondents (64.3% or 180 individuals) held certifications, while 35.7% (100 individuals) did not.

#### 8. Year of Graduation

The largest group of respondents graduated in 2023 (67.9% or 190 individuals), followed by 25% (70 individuals) in 2021 and 7.1% (20 individuals) in 2022.

#### 9. Employment Status

Most respondents (77.9% or 218 individuals) were employed full-time under contract, followed by permanent employees (10.4% or 29 individuals), part-time workers (1.8% or 5 individuals), self-employed individuals (5% or 14 individuals), and freelancers (5% or 14 individuals).

#### 10. University Alumni

Respondents were alumni of Telkom University (33.6% or 94 individuals), Universitas Padjadjaran (33.2% or 93 individuals), Institut Teknologi Bandung (31.1% or 87 individuals), and Bina Nusantara University (2.1% or 6 individuals).

### Item and Questionnaire

#### Job Preferences

| Item | Statement                                                                                 |
|------|-------------------------------------------------------------------------------------------|
| P1   | The basic monthly salary affects your preference in choosing a job.                       |
| P2   | The gross monthly income affects your preference in choosing a job.                       |
| L1   | The distance from the workplace to your domicile affects your decision in choosing a job. |

|      |                                                                                                                  |
|------|------------------------------------------------------------------------------------------------------------------|
| L2   | The accessibility to the workplace location affects your preference in choosing a job.                           |
| L3   | The area status (e.g., downtown or suburban area) of the workplace affects your decision in choosing a job.      |
| B1   | The possibility of working overtime affects your preference in choosing a job.                                   |
| B2.1 | The time required to complete daily tasks affects your decision in choosing a job.                               |
| B2.2 | You feel comfortable with jobs that have tight deadlines for task completion.                                    |
| B2.3 | You prefer jobs with a workload evenly distributed throughout the day without significant task spikes.           |
| MP1  | Recognition or appreciation from superiors affects your preference in choosing a job.                            |
| MP2  | The level of motivation provided by the job affects your decision in choosing a job.                             |
| MP3  | Support from coworkers and superiors affects your preference in choosing a job.                                  |
| T1.1 | You are more interested in jobs that have clear and structured routine tasks.                                    |
| T1.2 | You prefer job routines that are not too demanding or high-risk.                                                 |
| T2   | You are more interested in jobs that provide tasks outside your usual routine.                                   |
| TK1  | The length of the work contract affects your decision in choosing a job.                                         |
| TK2  | The pension benefits provided by the company affect your preference in choosing a job.                           |
| F1.1 | Flexibility in arranging working hours affects your preference in choosing a job.                                |
| F1.2 | You prefer jobs with fixed and structured working hours (e.g., 9 AM to 5 PM).                                    |
| F2   | Flexibility in the workplace (e.g., working from home or in the office) affects your decision in choosing a job. |
| F3   | Flexibility in the types of tasks assigned at work affects your preference in choosing a job.                    |

#### Self-Perceived Employability

| Item | Statement                                                                                                                |
|------|--------------------------------------------------------------------------------------------------------------------------|
| I1.1 | I have good prospects in this organization because my employer values my personal contributions.                         |
| I1.2 | Although there has been a reduction in staff in this organization, I am confident that I will remain employed.           |
| I1.3 | My personal network in this organization helps me in my career.                                                          |
| I1.4 | I am aware of opportunities emerging in this organization, even if they differ from the job I currently do.              |
| I2.1 | Among people doing the same job as me, I am well respected in this organization.                                         |
| I2.2 | People doing the same job as me in this organization are highly valued.                                                  |
| E1.1 | The skills I have acquired in my current job can be applied to other jobs outside this organization.                     |
| E1.2 | I can easily train myself to improve my skills so that I can be more easily accepted elsewhere.                          |
| E1.3 | I can use my professional network and business contacts to advance my career.                                            |
| E1.4 | I have a good understanding of opportunities outside this organization, even if they differ from the job I currently do. |

|      |                                                                                                                                                               |
|------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| E2.1 | If needed, I can easily get another job similar to my current one in a similar organization.                                                                  |
| E2.2 | People doing jobs like mine in organizations similar to the one I work at are highly sought after by other organizations.                                     |
| E2.3 | I can easily get a job similar to mine in almost any organization.                                                                                            |
| E2.4 | Anyone with my level of skills, knowledge, and similar work experience in organizations would be highly sought after by employers.                            |
| E2.5 | I can get any job anywhere, as long as my skills and experience are relevant enough.                                                                          |
| E2.6 | People with job-related experience like mine are highly valued both in their organizations and outside the types of organizations they previously worked for. |

## Descriptive Analysis

### Job Preferences

The descriptive analysis revealed that respondents exhibited high preferences for various job-related aspects, with an overall average score of 4.16, categorized as High. Specific observations include:

1. High-rated items: Most items scored between 3.80 and 4.18, indicating strong preferences in these aspects.
2. Very high-rated items: Notable items like *B2.1* (4.34), *B2.2* (4.40), *F1.2* (4.36), and *F2* (4.42) highlight respondents' top priorities.
3. Lower-rated items: Items such as *L1* (3.80) and *T1.1* (3.81) had relatively lower scores, although still within the High category.

These findings emphasize respondents' preferences for job security, career development, and flexible work conditions, making them essential areas for employers to address.

### Self-Perceived Employability

The average score for self-perceived employability was 4.15, categorized as Good, reflecting respondents' positive perception of their employability. Key highlights include:

1. Very high-rated items: Items like *I1.1* (4.35), *E1.4* (4.34), and *E2.1* (4.40) indicate respondents' strong confidence in specific employability aspects.
2. Good-rated items: Most items scored between 3.80 and 4.18, denoting a generally positive self-assessment of employability.
3. Relatively lower-rated items: Items such as *I2.2* (3.80) and *E2.6* (3.81) scored lower but still reflected positive perceptions.

The results demonstrate respondents' belief in their readiness for the job market, with notable strengths in professional skills, adaptability, and certifications. However, areas with lower scores may indicate opportunities for development through targeted training or upskilling programs.

### Statistics Analysis

Based on the path analysis, the results obtained for Hypothesis 1 demonstrate a very strong and significant relationship between job preferences and self-perceived employability (SPE). The path coefficient is 0.986, indicating a very strong relationship. The T-Statistics value of 304.6 far exceeds the significance threshold of 1.96, indicating that the relationship between job preferences and self-perceived employability is highly significant at the 99.9% confidence level. Additionally, the P-Value of 0 shows that the relationship is extremely significant, with an almost zero probability of error.

The standard deviation (STDEV) is very small at 0.003, indicating that the data used in this analysis is highly stable and consistent, which further strengthens the reliability of the results.

### Discussion

The results of this study align with the Social Cognitive Career Theory (SCCT) by demonstrating a strong relationship ( $O = 0.986$ ,  $T\text{-Statistics} = 304.6$ ) between Job Preferences and Self-Perceived Employability. SCCT posits that career-related behaviors and outcomes are influenced by three key factors: self-efficacy, outcome expectations, and personal goals (Lent & Brown, 1994). First, individuals with well-defined job preferences tend to have higher self-efficacy, meaning they believe in their ability to secure employment in their desired field, which enhances their self-perceived employability. Second, outcome expectations play a crucial role, as individuals assess job preferences based on the anticipated rewards and success associated with particular career choices. Those who expect positive outcomes from their preferred jobs are more likely to perceive themselves as employable (Lent et al., 2000). Lastly, clear personal goals motivate individuals to acquire relevant skills and experiences, further strengthening their employability perceptions (Brown & Lent, 2013). These findings support SCCT by illustrating that strong job preferences contribute significantly to self-perceived employability through mechanisms of self-efficacy, outcome expectations, and goal setting. This outcome is consistent with several theoretical frameworks and prior research, which emphasize the importance of clear, realistic job preferences in enhancing an individual's employability.

First, individuals with well-defined and goal-oriented job preferences tend to have better career prospects because they align their educational and professional development with market needs. According to Mutanga et al. (2023), individuals with a clear career preference are more likely to select appropriate education and training pathways, which in turn increases their employability. The result from this study supports this claim by showing that a high level of job preference significantly boosts self-perceived employability.

Secondly, job preferences that are aligned with labor market demands contribute to a sense of confidence in one's abilities to meet industry requirements. As observed by Li et al. (2024), preferences for factors such as stability, salary, and work-life balance contribute positively to job satisfaction and competitiveness in the labor market. This is aligned with the findings of Wickramaratne (2018), who found that career preferences matching one's skills and market demands significantly influence employability outcomes. Our study's findings validate these conclusions by showing that individuals with job preferences based on realistic market insights have a higher self-perception of employability.

Furthermore, Social Cognitive Career Theory (SCCT) underscores the importance of self-efficacy in career success. The study by Gilardi & Guglielmetti (2015) highlights the role of self-efficacy in enhancing employability, with individuals who are confident in their skills and preferences being more proactive and optimistic about their job search. The results of this study suggest that individuals with clear job preferences are more likely to exhibit high self-efficacy, which in turn leads to a greater belief in their employability.

In addition to individual factors, the role of educational institutions in shaping job preferences and employability cannot be overlooked. As Nugroho et al. (2024) argue, there is a need for stronger collaboration between educational institutions and industries to ensure that training programs match labor market demands. This collaboration can guide individuals in developing realistic job preferences, which enhance their self-perceived employability by aligning their skills with market expectations.

Lastly, the high path coefficient (0.986) and the substantial T-Statistics (304.6) in this study further indicate that the relationship between job preferences and self-perceived employability is robust and reliable. The P-Value of 0 confirms the statistical significance of this finding, reinforcing the importance of understanding the influence of job preferences on employability.

## CONCLUSION

This study demonstrates the significant and positive impact of job preferences on self-perceived employability (SPE), highlighting the importance of aligning personal career goals with market demands. The results indicate that individuals with clear, realistic, and well-directed job preferences are more likely to enhance their self-perceived employability by aligning their skills and aspirations with industry expectations.

The findings are consistent with previous research, such as that by Mutanga et al. (2023), which emphasizes that individuals with clear career preferences make better decisions about education and training, thereby increasing their employment opportunities. Li et al. (2024) further supported this by showing that job preferences aligned with market demands positively affect job satisfaction and competitiveness in the labor market. Additionally, the Social Cognitive Career Theory (SCCT) suggests that self-efficacy, which is influenced by job preferences, plays a crucial role in shaping employability. The study findings corroborate this theory, showing that individuals with higher job preference alignment tend to have higher self-efficacy and thus perceive themselves as more employable.

Furthermore, the research underscores the significant role that educational institutions play in guiding individuals to develop job preferences that are both realistic and relevant to current market conditions. Collaboration between academia and industry, as highlighted by Nugroho et al. (2024), is essential to ensuring that training programs equip students with the skills needed to meet market demands, thereby improving their employability.

The study's robust statistical findings, with a high path coefficient and significant T-Statistics, reinforce the conclusion that job preferences have a substantial and reliable influence on self-perceived employability. Overall, individuals who align their job preferences with market realities, develop relevant skills, and possess high self-efficacy are more likely to perceive themselves as employable, which is critical for career success.

Universities in Bandung should integrate skill training aligned with labor market demands, career guidance, industry trend seminars, and job search strategies to ensure graduates possess relevant preferences and skills for the workforce.

### Implications

This research highlights the importance of fostering self-awareness in individuals regarding their job preferences and ensuring that educational and career guidance systems are tailored to align with labor market needs. By supporting individuals in developing clear, realistic, and informed job preferences, employability can be enhanced, benefiting both individuals and the broader workforce.

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