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THE INFLUENCE OF CAREER EXPECTATIONS AND TECHNOLOGY LITERACY ON JOB-SEEKING INTENTION AMONG GENERATION Z THROUGH MOTIVATION: A CASE STUDY IN PEKANBARU

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ABSTRACT

This study explores the influence of Career Expectations and Technology Literacy on Job-Seeking Intention (JSI) among Generation Z in Pekanbaru, with Motivation acting as a mediating variable. Through a quantitative approach, data was collected from 130 participants, including both students and recent graduates. The findings reveal that Career Expectations have an indirect influence on JSI through Motivation, emphasizing that while high Career Expectations shape Motivation, it is Motivation that more directly influences job-seeking behaviors. Additionally, Technology Literacy was found to significantly enhance JSI, highlighting the importance of digital skills in navigating modern job-search platforms. The study suggests that while Career Expectations set the foundation for motivation, it is the individual's level of Motivation and Technology Literacy that drives their Job-Seeking Intensity. These results provide valuable insights into how Generation Z's job-seeking behaviors are shaped by psychological and technological factors, offering practical implications for educational institutions and policymakers to better support the career readiness of young people.

Keywords: Career Expectations, Technology Literacy, Job-Seeking Intention, Motivation, Generation Z, Pekanbaru

INTRODUCTION

Work is an essential mechanism that allows individuals to meet economic, social, and self-actualization needs. In the modern digital era, the transformation of job structures and recruitment processes is driven by technological advancements and shifts in workforce expectations. These changes not only redefine how organizations are managed but also reshape the career perspectives of Generation Z, a group with high digital literacy, strong independence, and a strong desire to obtain meaningful employment (Chatterjee & others, 2023; Dubois & others, 2023).

Globally, Generation Z demonstrates distinct job-seeking behaviors compared to previous generations. They tend to value career satisfaction, personal growth, and work-life balance over job security (Aggarwal & others, 2022; Naz & others, 2022). According to (Databoks, 2022), 41% of workers aged 18-24 and 38% of workers aged 25-34 in Indonesia stated they would prefer unemployment over taking a job that does not meet their expectations. This data highlights the increasing influence of career expectations in shaping work behavior among young job seekers.

A similar phenomenon is also evident in Pekanbaru. According to data from the (Province, 2024), the Open Unemployment Rate (TPT) stands at 3.85%, or approximately 124,000 people, with 30,661 job seekers recorded in the city. Despite this, Generation Z in Pekanbaru remains optimistic and selective in choosing employment, prioritizing the alignment of personal values, opportunities for personal development, and social contributions. Many choose to work in banking or state-owned enterprises (BUMN) for prestige and stability, while others opt for entrepreneurship for greater independence and flexibility(Prodanova & Kocarev, 2021).

This behavioral trend reinforces the notion that career expectations are a primary psychological factor in shaping job-seeking intentions. High career expectations drive individuals to actively seek job opportunities that align with their self-concept and long-term aspirations. (Kim & Lee, 2021) found that individuals with high career expectations tend to have stronger job-seeking intentions because these expectations function as internal goals guiding their career choices. (Komissarouk & others, 2017) also emphasized that young workers are more attracted to jobs that offer opportunities for continuous learning, personal development, and positive social impact an idealistic approach to career planning.

In addition to psychological factors, technology literacy is also a crucial variable influencing job-seeking behavior. The integration of

various digital platforms in recruitment processes from online job portals to artificial intelligence-based selection systems—has made digital competence an essential job skill (Alipour & Payandeh, 2022; Ng & others, 2021). Technology literacy encompasses the ability to understand, evaluate, and effectively use digital technology for professional purposes (Chatterjee & others, 2023). Individuals with high levels of technology literacy are more capable of navigating job search platforms, optimizing online profiles, and leveraging professional networks like LinkedIn to enhance their visibility in the labor market (Latif & Naz, 2022). Conversely, limited digital literacy can hinder job search effectiveness and reduce access to job opportunities (Prodanova & Kocarev, 2021).

Furthermore, motivation acts as a mediating variable that strengthens the influence of career expectations and technology literacy on job-seeking intentions. Motivation reflects the internal and external drives that push individuals to achieve their career goals (S. Hee & others, 2020). Intrinsic motivation, derived from personal growth and meaningful work, encourages more proactive job-search behaviors, while extrinsic motivation, such as financial rewards or social recognition, strengthens perseverance in achieving career goals (Dubois & others, 2023; Latorre & others, 2023). Research by (Wanberg & others, 2012) also shows that highly motivated individuals are more likely to strategically use technology in the job-search process.

While various studies have examined the factors influencing job-seeking behavior, there remains a research gap regarding the integration of career expectations, technology literacy, and motivation in explaining job-seeking intentions among Generation Z, particularly in the Indonesian context. Most previous studies have focused on the influence of personality factors (S. Hee & others, 2020; Song & others, 2006) or digital literacy in general on job readiness ((Ng & others, 2021; Prodanova & Kocarev, 2021), but few have highlighted the role of motivation as the psychological mechanism connecting career expectations and technology literacy to job-seeking intentions. Additionally, existing research has predominantly been conducted in developed countries, while the social, cultural, and economic characteristics of Generation Z in Indonesia especially in regions like Pekanbaru differ in how they interpret the meaning of work and the use of technology.

Therefore, this study aims to address this gap by analyzing the influence of career expectations and technology literacy on job-seeking intentions among Generation Z in Pekanbaru, with motivation as a mediating variable. The results of this study are expected to contribute theoretically to the literature on job readiness in the digital age and provide practical implications for policymakers, educational institutions, and organizations in designing strategies that support Generation Z's transition into the workforce.

Theoretical background

Theory Of Planned Behavior

The Theory of Planned Behavior is a model based on intention toward a particular behavior and its impact on the behavior it self (Ajzen, 1991). The theory is an extension of the previous theory, the Theory of Reasoned Action, developed by (Ajzen, 1991). The Theory of Planned Behavior explains how intentions and plans guide an individual's behavior, including in the context of job-seeking behavior. Job-seeking behavior is influenced by several factors, including attitudes toward the behavior, subjective norms, and perceived behavioral control.(Fort & others, 2015; Ma & others, 2023). Based on previous research, the Theory of Planned Behavior explains that an individual's behavior is influenced by their intentions, which in turn are influenced by their attitude toward the behavior, subjective norms, and perceived behavioral control(Maden-Eyiusta & Alten, 2023; van Hooft & others, 2004).

Technology Acceptance Model

The Technology Acceptance Model (TAM) provides a theoretical basis for identifying the factors that influence the acceptance of technology within an organization. Additionally, TAM explains the causal relationship between beliefs (such as perceived usefulness and ease of use) and behavior, intentions, needs, and the actual usage of a system or technology by users. (Setiawan & Sulistiowati, 2018) The beliefs in the Technology Acceptance Model (TAM) serve as a foundation for developing empirical studies regarding the readiness for adopting new technologies. To date, TAM is considered one of the most relevant theories in predicting the willingness and readiness to adopt a technology. This is because TAM has been widely applied in various studies and has been verified in different contexts, conditions, and research objects to examine individual technology acceptance behavior within various information system constructs. (Bertagnolli, 2011) . The Technology Acceptance

Model (TAM) has significant advantages, one of which is its parsimony; it is a simple yet valid model. (Bouman & others, 2015). Therefore, the Technology Acceptance Model (TAM) remains relevant to interpret users' readiness in utilizing information technology.

Career Expectations

Career Expectations are defined as individuals' beliefs and expectations regarding the outcomes, values, and opportunities they will gain through work in the future (Kim & Lee, 2021). For Generation Z, a career is not just a means of earning income but also a platform for self-actualization, work-life balance, and social contribution (Aggarwal & others, 2022). Individuals with high career expectations tend to have a positive outlook toward the workforce and are more motivated to search for jobs that align with their personal values.

Previous research shows a strong relationship between career expectations and job-seeking behavior. (Ramadhani & others, 2023) found that students with high career expectations exhibit stronger intentions to seek jobs that align with their professional aspirations. Similarly, (Dubois & others, 2023) revealed that clear career expectations can boost internal motivation to engage in activities supporting job readiness. This suggests that the higher the career expectations, the more likely individuals are to actively participate in the job search process.

H1: Career expectations influence job-seeking intentions in Generation Z.

H4: Career expectations have a positive effect on motivation in Generation Z.

Technology Literacy

Advances in information technology have revolutionized recruitment processes, where digital platforms such as online job portals, e-recruitment systems, and professional networking sites have become the primary tools for job seekers (Ng & others, 2021). In this context, technology literacy becomes a key competency determining an individual's effectiveness in navigating digital job opportunities. Technology literacy encompasses the ability to understand, evaluate, and use digital technology effectively (Alipour & Payandeh, 2022)

Individuals with high technology literacy will find it easier to access job vacancies, adapt to online recruitment systems, and build attractive professional profiles on platforms like LinkedIn (Latif & Naz, 2022) Research by (Prodanova & Kocarev, 2021) suggests that higher digital literacy positively affects job readiness by boosting confidence and adaptability in modern work environments. Additionally, (Chatterjee & others, 2023) emphasize that active technology usage can expand professional networks and increase opportunities to secure suitable jobs. Based on these findings, it can be concluded that the higher an individual's technology literacy, the more likely they are to seek and obtain jobs in the digital environment.

H3: Technology literacy influences job-seeking intentions in Generation Z.

H5: Technology literacy influences motivation.

Motivation

Motivation is a psychological factor that plays a crucial role in guiding an individual's behavior to achieve career goals. According to (S. Hee & others, 2020), motivation can stem from intrinsic factors such as the desire for personal growth and achievement, as well as extrinsic factors like rewards or social recognition. In the context of job seeking, motivation serves as the driving force that translates perceptions and expectations into actual actions.

Research by (Latorre & others, 2023) and (Dubois & others, 2023) shows that high career expectations foster intrinsic motivation to persist in finding a job that aligns with personal aspirations. Similarly, van den (S. Hee & others, 2020) emphasized that motivation bridges the gap between intentions and actual behavior in the job-seeking process. Based on these findings, it can be assumed that the higher an individual's career expectations, the stronger their motivational drive to achieve the desired job.

In addition to career expectations, technology literacy can further strengthen an individual's motivation. (Chatterjee & others, 2023) argue that the ability to effectively use technology can increase confidence and provide a sense of control over the job-search process. (Prodanova & Kocarev, 2021) add that the interactive nature of digital environments can stimulate motivation through quick access to job opportunities and instant feedback from companies. Thus, technology literacy can strengthen motivation in the job search.

H2: Motivation has an effect on job-seeking intensity in Generation Z

Job-Seeking Intensity

Job-seeking intensity is defined as an individual's desire or intention to actively engage in job-search activities (Blau, 1993). According to the Theory of Planned Behavior (Ajzen, 1991), intentions are the primary factor predicting actual behavior. The intention to seek a job arises when individuals have a positive attitude toward work,

believe in their ability to do it, and receive social support from their surroundings (van Hooft et al., 2004).

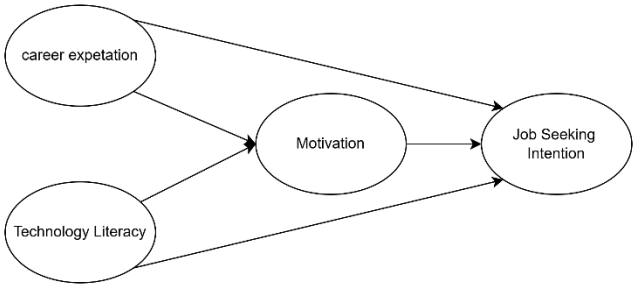
For youth, job-seeking intensity reflects the psychological readiness to transition from education to employment (Ma & others, 2023). Individuals with high job-seeking intensity actively search for job information, improve their competencies, and align their professional profiles with labor market demands (Fort & others, 2015). Conversely, low job-seeking intensity is often associated with self-doubt, unclear career direction, and weak motivation (S. Hee & others, 2020).

Previous research indicates that job-seeking intensity is influenced by various factors, including career expectations (Kim & Lee, 2021), self-efficacy (C. van den Hee & others, 2020), technology literacy (Ng & others, 2021), and social support (Dubois & others, 2023). In the context of Generation Z, job-seeking intensity is not only influenced by economic needs but also by values and job meaning, such as the desire for flexible, meaningful work with opportunities for self-development (Aggarwal & others, 2022).

Moreover, job-seeking intensity is linked to adaptability to the digitalization of recruitment processes. According to (Prodanova & Kocarev, 2021), individuals with high technology skills are better able to navigate online recruitment processes and demonstrate stronger job-seeking intentions through digital platforms. (Chatterjee & others, 2023) further state that interactive digital environments enhance individuals' engagement and participation in job-search activities.

Thus, job-seeking intensity represents the mental, emotional, and technological preparedness to enter the workforce. This variable is a key indicator in assessing how career expectations, technology literacy, and motivation contribute to job-search behavior among Generation Z.

Figure 1 Research Framework



METHODOLOGY

This study adopts a quantitative research approach to investigate the behaviors and attitudes of Generation Z in Pekanbaru, Indonesia, focusing specifically on their engagement with technology and social media. The target population consists of individuals born between 1997 and 2012, also known as Generation Z, who are highly influenced by technological advancements and social media platforms. This demographic was selected due to its increasing relevance in various sectors such as marketing, education, and social sciences ((Perry & others, 2003). Given the accessibility and time constraints, convenience sampling was employed, which allowed the researcher to collect data quickly from 147 respondents aged 18 to 28. All participants voluntarily agreed to take part in the study after being fully informed of its objectives.

Before determining the sample size, a G*Power analysis was conducted to ensure that the sample size would be sufficient to detect meaningful effects. G*Power is a statistical power analysis tool used to determine the appropriate sample size based on the desired effect size, statistical power, and significance level. Based on a power analysis with an effect size of 0.15 (small to medium effect), a statistical power of 0.95, and a significance level of 0.05, the minimum sample size required was 119 participants. To account for potential non-responses or incomplete data, the sample size was increased to 130 respondents, ensuring the robustness of the study and that it would be sufficiently powered to detect significant effects.

Data collection was carried out using an online structured questionnaire, which included both closed and open-ended questions. The purpose of this questionnaire was to capture various aspects of the participants' behaviors, including their social media usage, technology adoption, and consumer behavior, as these factors are central to understanding Generation Z's actions and decisions. The survey was designed to be easily accessible and convenient for the target group, aligning with their preferences for digital platforms(Creswell & Creswell, 2017).

To analyze the collected data, this study employed the outer model and inner model

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frameworks. The outer model examines the relationships between latent constructs (such as social media usage, technology adoption, and consumer behavior) and their corresponding indicators. In this study, social media usage was assessed through indicators like frequency of use and platform engagement, while technology adoption was measured based on attitudes toward and usage of technological devices. Consumer behavior was analyzed based on purchasing habits influenced by social media and technology.

The validity of these constructs was tested by calculating the Average Variance Extracted (AVE), which, according to (Sarstedt et al., 2021), should exceed 0.5 to confirm the adequacy of the construct measures. Furthermore, discriminant validity was assessed to ensure that the constructs are distinct from one another.

The inner model, on the other hand, assesses the relationships between these constructs. It was used to examine how technology adoption impacts social media usage, and how both in turn influence consumer behavior. This analysis provides insight into the directional relationships between the constructs, helping to understand how technological adoption drives social media engagement, which then affects consumer decision-making

To ensure the reliability of the constructs and their relationships, composite reliability and Cronbach's Alpha were calculated. A composite reliability value greater than 0.7, as recommended by (Latan & Ghozali, 2017), indicates the consistency of the measurement instruments, while a Cronbach's Alpha value above 0.8, as suggested by (Sekaran & Bougie, 2016), confirms the internal consistency of the data. These measures together ensure the robustness and reliability of the findings, providing a solid foundation for analyzing the behaviors and attitudes of Generation Z in Pekanbaru.

Result

Descriptive Statistics Analysis (DSA)

Table 1 in this article presents the demographic profile of 130 Generation Z individuals from Pekanbaru, with the majority aged between 21 and 23 years (54.62%), indicating that they are in a crucial transitional phase from education to the workforce. Most respondents are active students (70.77%), with only 25.38% being fresh graduates. This reflects that the study primarily involves individuals still in education or transitioning into the workforce. Additionally, the sample consists of 47.69% males and 52.31% females, showing a balanced representation of gender in the study.

A majority of respondents (76.15%) rely on social media as their primary source of job information, reflecting the dominance of digital platforms in job searching among Generation Z. Only 12.31% rely on personal networks, and 11.54% use job vacancy websites. This shift highlights how Generation Z increasingly depends on technology for job opportunities, in line with findings that show their reliance on digital tools for career prospects (Prodanova & Kocarev, 2021). Furthermore, 76.92% of respondents reported using digital technology for more than 6 hours per day, indicating a high level of engagement with technology in their daily lives.

This demographic profile is highly relevant to the objectives of the study, which aims to examine the impact of career expectations and technology literacy on job-seeking intentions among Generation Z. With most respondents actively using technology and social media, and having relevant educational backgrounds, the findings of this study are expected to provide valuable insights into how factors like digital literacy and career motivation shape job-search behaviors among young people, particularly in Pekanbaru.

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Table 1 Results of DSA

PROFILE	COUNT	Percentage
GENDER		
Male	62	47.69%
Female	68	52.31%
AGE		
>27 years	2	1.54%
18–20 years	4	3.08%
21–23 years	71	54.62%
24–26 years	53	40.77%
EDUCATIONAL STATUS		
Fresh Graduate	33	25.38%
Active Student	92	70.77%
Active Job Seeker	5	3.85%
SOURCE OF JOB INFORMATION MOST OFTEN USED		
Social Media	99	76.15%
Personal Network	16	12.31%
Job Vacancy Websites	15	11.54%
FREQUENCY OF DIGITAL TECHNOLOGY USAGE (PHONE/LAPTOP/INTERNET) IN DAILY ACTIVITIES		
Quite Often (2 – 6 hours/day)	28	21.54%
Rarely (< 2 hours/day)	2	1.54%
Frequently (> 6 hours/day)	100	76.92%
Grand Total	130	100.00%

Source$: proce$sse$d data 2025

Table 2 presents the descriptive statistics and normality tests for the constructs used in this study, specifically focusing on career expectations (CE), technology literacy (TL), motivation (M), and job-seeking intensity (JSI). These measures are critical in assessing the reliability and validity of the constructs in understanding Generation Z's job-seeking behaviors. The statistics, including minimum, maximum, standard deviation, mean, skewness, and kurtosis, help in understanding the distribution and central tendencies of each construct, providing foundational insights for further analysis.

For career expectations (CE), the items show a relatively high mean ranging from 4.146 to 4.385, indicating that respondents generally have positive expectations regarding their career prospects. The standard deviations, ranging from 0.502 to 0.756, suggest moderate variability in responses, implying that while most individuals share similar career expectations, there are some differences in their perspectives. The skewness and kurtosis values for CE items fall within acceptable ranges, confirming the normal distribution of the data, which is crucial for conducting further inferential statistical tests (J. F. Hair et al., 2022). The positive expectations towards careers are in line with studies by (Kim & Lee, 2021), which highlight the role of high career expectations in enhancing job-seeking intentions and motivation.

In terms of technology literacy (TL), the mean scores for all items are also high, ranging from 4.085 to 4.208, suggesting that Generation Z in Pekanbaru possesses a strong level of digital literacy. The relatively low standard deviations (ranging from 0.512 to 0.597) reflect a high level of consensus among respondents regarding their technology usage and competence. This is supported by the skewness and kurtosis values, which indicate that the data is normally distributed. These findings resonate with the research by (Ng & others, 2021), which emphasized that higher digital literacy enhances job-seeking behaviors, as individuals with better technological skills are more likely to navigate online job portals and optimize their professional profiles. Furthermore, the strong correlation between technology literacy and career success is well documented in the literature, with digital literacy

facilitating access to job opportunities and enhancing employability (Chatterjee & others, 2023).

Motivation (M), another key construct, also shows high mean values, ranging from 4.208 to 4.300. These scores suggest that the respondents are generally highly motivated to seek employment, with their motivation driven by personal growth and career aspirations. The standard deviations for motivation items (ranging from 0.496 to 0.556) indicate that there is relatively little variation in the levels of motivation among respondents, further reinforcing the notion that Generation Z in this study has a shared drive toward career success. The skewness and kurtosis values indicate a normal distribution of the data, supporting the appropriateness of conducting parametric analyses (Field, 2018). Motivation is a critical factor in job-seeking behavior, as it has been shown to bridge the gap between intentions and actual behavior (Latorre & others, 2023), with intrinsic motivation particularly linked to proactive job search efforts.

Lastly, job-seeking intensity (JSI), which measures the respondents' intention to engage in job-searching activities, shows a mean range from 4.154 to 4.346, indicating a strong intention among the participants to seek employment. The relatively small standard deviations (ranging from 0.492 to 0.561) suggest that most individuals exhibit similar levels of job-seeking intensity, reinforcing the notion that Generation Z in Pekanbaru is generally proactive in their job search. The skewness and kurtosis values further confirm the normality of the data. This aligns with previous research by (Blau, 1993), who argued that job-seeking intensity is a key predictor of actual job search behavior, with high levels of intent leading to more proactive job-seeking actions. Additionally, studies such as those by (C. van den Hee & others, 2020) emphasize that job-seeking intensity is positively influenced by career expectations and motivation, both of which are strong in this study's sample.

In summary, the descriptive statistics and normality tests in Table 2 provide a robust foundation for understanding the factors influencing job-seeking behaviors among Generation Z in Pekanbaru. The high means across the constructs of career expectations, technology literacy, motivation, and job-seeking intensity reflect a generation that is optimistic, tech-savvy, and highly motivated to pursue meaningful career opportunities. These results support the theoretical framework of the study and align with existing literature on job-seeking behaviors, motivation, and the role of digital literacy in modern job markets.

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Table 2: Loading Factors

Construct	item	min	Max	Standard deviation	Mean	Excess kurtosis	Skewness
CE	CE1	1	5	0.756	4.146	3.765	-1.334
	CE2	3	5	0.502	4.385	-1.473	0.295
	CE3	3	5	0.558	4.285	-0.504	-0.025
	CE4	2	5	0.600	4.200	1.659	-0.545
	CE5	3	5	0.539	4.354	-0.854	0.010
	CE6	2	5	0.531	4.254	1.500	-0.157
TL	TL1	3	5	0.578	4.208	-0.306	-0.048
	TL2	2	5	0.597	4.169	1.694	-0.518
	TL3	3	5	0.569	4.085	0.068	0.010
	TL4	3	5	0.533	4.177	0.104	0.138
	TL5	3	5	0.512	4.123	0.582	0.185
	TL6	3	5	0.528	4.169	0.180	0.156
M	M1	3	5	0.523	4.238	-0.210	0.204
	M2	3	5	0.520	4.262	-0.367	0.229
	M3	3	5	0.507	4.208	0.073	0.301
	M4	3	5	0.556	4.246	-0.342	0.020
	M5	3	5	0.521	4.300	-0.639	0.205
	M6	3	5	0.496	4.277	-0.548	0.422
JSI	JSI1	3	5	0.492	4.346	-1.308	0.457
	JSI2	3	5	0.482	4.192	0.339	0.463
	JSI3	3	5	0.485	4.223	0.003	0.487
	JSI4	2	5	0.561	4.154	1.239	-0.236
	JSI5	3	5	0.473	4.231	-0.081	0.609
	JSI6	3	5	0.512	4.277	-0.495	0.289

Sources: Processed Data SE$MPLS 2025

The measurement model represents relationship between the latent variables and their measures (manifest variables) (Jr. J. F. Hair et al., 2022; Leguina, 2015). In order to ensure the model is valid and reliable, the construct validity is assessed where it measures the set of measured variables represents the theoretical latent construct (Hair et al., 2018) Therefore, internal consistency, convergent validity, and discriminant validity were evaluated to assess the reflective measurement models by using SmartPLS software. On the other hand, the steps in assessing the formative measurement model are convergent validity, the significance and relevance of indicator weights, and the presence of collinearity among indicators (J. F. Hair et al., 2018).

Figure 2 illustrates the initial PLS path model constructed using SmartPLS software, showing the hypothesized relationships between the latent constructs and their manifest variables. In this initial model, Career Expectations (CE), Technology Literacy (TL), and Motivation (M) are proposed to influence Job-Seeking Intensity (JSI). The figure visualizes the direct paths between these variables and their associated measures. The model includes all the items related to each construct, such as CE1, CE2, TL1, TL2, and so on. The outer loadings of these items represent their association with the corresponding latent variables. However, before proceeding with the model validation, the loadings need to be checked for their significance and relevance.

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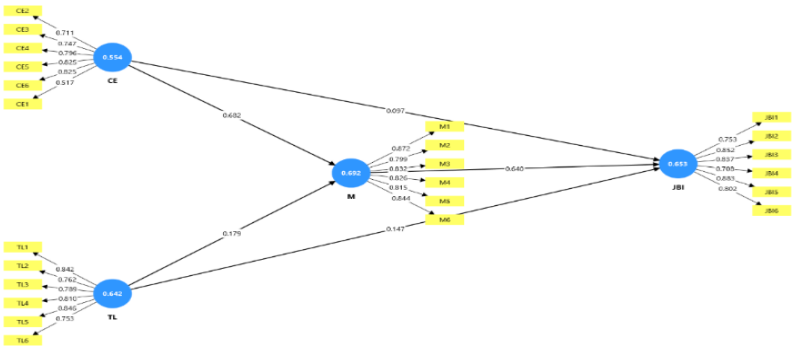
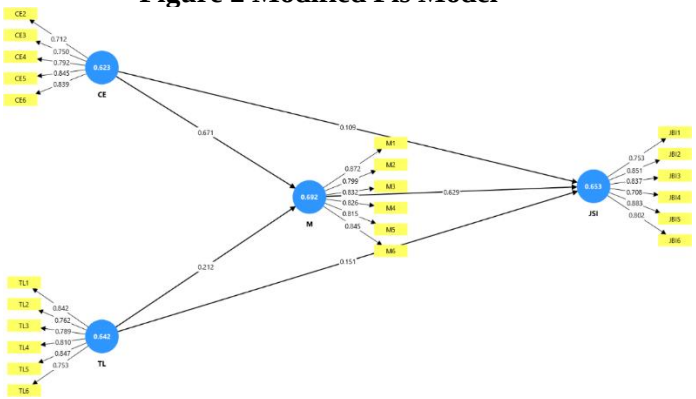
Figure 1 Inithial path Pls-Sem



Following the assessment of the outer loadings, Figure 4.3 presents the modified PLS path model after the adjustment. In this version, items with low outer loadings were removed or adjusted. Specifically, after re-running the PLS algorithm, items that did not meet the threshold for construct validity were excluded to ensure that only items with significant loadings (above 0.7) remain. As seen in the modified path model, the remaining items for each construct now show strong and valid loadings. The adjustments improve the overall construct reliability and validity, ensuring the accuracy of the model for further data analysis.

This model reflects the refined relationships between Career Expectations (CE), Technology Literacy (TL), Motivation (M), and Job-Seeking Intensity (JSI). In particular, the relationship between Motivation (M) and Job-Seeking Intensity (JSI) is highlighted as a key path that influences the job-seeking behavior of Generation Z. The final model, with the significant and reliable outer loadings, will be used to conduct further statistical analysis.

Figure 2 Modified Pls Model



In addition to convergent validity and internal consistency reliability, the researcher also employed the heterotrait-monotrait (HTMT) ratio statistic to assess discriminant validity, which indicates the extent to which the constructs are truly different from one another (Henseler et al., 2015). Given that each construct has clearly distinct conceptual differences, an HTMT threshold of 0.90 was applied. The results presented in Table 4.4 show that the HTMT values meet the acceptable criteria. Therefore, discriminant validity is not an issue in this study.

As explained by (Henseler et al., 2015), in addition to evaluating convergent validity and internal consistency reliability, HTMT is used to determine the extent to which constructs in this study differ from each other. Since these constructs are conceptually distinct, an HTMT threshold of 0.90 is used (J. F. Hair et al., 2022), and the results listed in Table 4.5 indicate that the HTMT values are adequate. Thus, there are no issues related to discriminant validity in this study. Based on the evaluation of the measurement model, the validity and reliability of the constructs are considered sufficient, and therefore, this model can be used for further analysis.

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Table 3 Discriminant Validity : Heterotrait -Monotrait Ratio (HTMT)

	CE	JSI	M	TL
CE				
JSI	0.743			
M	0.862	0.865		
TL	0.457	0.555	0.524	

Source: Processed Data SEMPLS 2024

Evaluation Model

Vadility and Realibility

To ensure the validity and reliability of the measurement model, the researcher assessed convergent validity, internal consistency reliability, and discriminant validity (J. F. Hair et al., 2022). Convergent validity measures the degree to which items within a construct are correlated, which can be observed through outer loadings and Average Variance Extracted (AVE), as explained in Table 3. The table shows that all items exhibit outer loadings exceeding the threshold of 0.7, and each construct has an AVE greater than 0.5, indicating strong convergent validity. These results demonstrate that the indicators reliably measure the intended constructs.

Table 4 Result of Construct Reliability and Validity

Construct	Item code	Item	Outer loadings	AVE	Cronbach's alpha	Rho a	Rho C
CE	CE2		0.712	0.623	0.847	0.855	0.892
	CE3		0.750				
	CE4		0.792				
	CE5		0.845				
	CE6		0.839				
JSI	JSI1		0.753	0.653	0.892	0.896	0.918
	JSI2		0.851				
	JSI3		0.837				
	JSI4		0.708				
	JSI5		0.883				
	JSI6		0.802				
M	M1		0.872	0.692	0.911	0.913	0.931
	M2		0.799				
	M3		0.832				
	M4		0.826				
	M5		0.815				
	M6		0.845				
TL	TL1		0.842	0.642	0.889	0.899	0.915
	TL2		0.762				
	TL3		0.789				
	TL4		0.810				
	TL5		0.847				
	TL6		0.753				

Source: Processed results using SEMPLS 2024

Hypothesis Testing

In conclusion, the results from convergent validity, internal consistency reliability, and discriminant validity tests confirm that the measurement model is both valid and reliable. The constructs demonstrate strong internal consistency, clear conceptual differentiation, and reliable measurement of the intended constructs, supporting the robustness of the model for further analysis.

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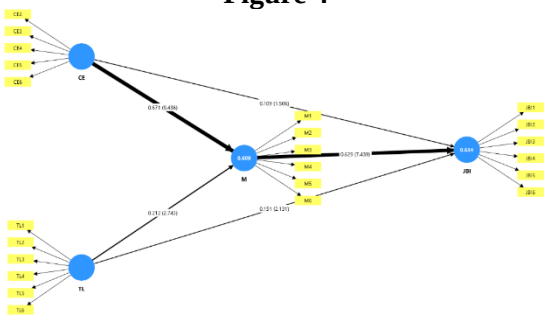
After evaluating the reliability and validity of the measurement model, the structural model assessment was conducted, which included testing the hypothesized relationships between the latent variables. This analysis

Figure 4



involved hypothesis testing, including the interpretation of the coefficient of determination (R^2), effect size (f^2), and PLS prediction. The bootstrapping method was applied to determine the standard errors and test the significance of each hypothesis. Bootstrapping is a resampling technique that allows for robust hypothesis testing by drawing numerous subsamples from the original dataset with replacement (J. F. Hair et al., 2022). This method ensures reliable standard error estimation and p-values for the hypotheses. In this study, 5,000 bootstrap subsamples were used, as recommended for estimating PLS path models (J. F. Hair et al., 2022). Six hypotheses were tested, which are as follows: the effect of Career Expectations (CE) on Job-Seeking Intensity (JSI) (H1), the effect of Motivation (M) on JSI (H2), the impact of Technology Literacy (TL) on JSI (H3), the influence of CE on M (H4), the effect of TL on M (H5).

The results of the hypothesis testing reveal significant insights into how Career Expectations (CE), Motivation (M), and Technology Literacy (TL) influence Job-Seeking Intensity (JSI). The bootstrapping method was applied to determine the standard errors and test the statistical significance of each hypothesis. In testing H1, the effect of Career Expectations (CE) on Job-Seeking Intensity (JSI) was found to be not supported, as the path coefficient was 0.109 with a t-statistic of 1.506 and a p-value of 0.066. The confidence interval ranged from -0.01 to 0.231, which includes zero, indicating no significant effect. This suggests that Career Expectations do not directly influence Job-Seeking Intensity in this study, which is consistent with prior research that suggests the impact of career expectations may vary depending on individual and market factors (Kim & Lee, 2021).

On the other hand, Motivation (M) had a strong and statistically significant effect on Job-Seeking Intensity (JSI). The path coefficient for M → JSI was 0.629, with a t-statistic of 7.439, a p-value of 0.000, and a confidence interval ranging from 0.475 to 0.758. This confirms that individuals with higher motivation are more likely to engage in job-seeking behaviors. This aligns with prior studies that highlight intrinsic motivation as a key driver in career-oriented actions (Latorre et al., 2016).

Similarly, Technology Literacy (TL) also showed a significant positive effect on Job-Seeking Intensity (JSI). The path coefficient for TL → JSI was 0.151, with a t-statistic of 2.131, a p-value of 0.017, and a confidence interval between 0.026 and 0.257. This demonstrates that higher levels of Technology Literacy enhance job-seeking behaviors, confirming the importance of digital skills in navigating job-search tools effectively (Chatterjee & others, 2023; Ng & others, 2021).

The relationship between Career Expectations (CE) and Motivation (M) was found to be strongly supported. The path coefficient was 0.671, with a t-statistic of 9.436 and a p-value of 0.000, and the confidence interval ranged from 0.549 to 0.783. This result indicates that individuals with higher career expectations are more motivated to pursue their career goals, which aligns with prior research suggesting that career expectations serve as a key motivator in career decision-making (Kim & Lee, 2021).

The relationship between Technology Literacy (TL) and Motivation (M) was also significant. The path coefficient for TL → M was 0.212, with a t-statistic of 2.743, a p-value of 0.003, and a confidence interval between 0.087 and 0.342, confirming a positive effect. This finding suggests that individuals with higher Technology Literacy tend to be more motivated, likely due to the confidence they gain from their ability to effectively navigate technological platforms in job searching.

This is consistent with research that suggests technological competence can enhance personal motivation and career aspirations (Prodanova & Kocarev, 2021).

The overall model fit was strong, with an adjusted R^2 value for Motivation (M) of 0.609, indicating that Career Expectations and Technology Literacy explain 60.9% of the variance in Motivation. For Job-Seeking Intensity (JSI), the adjusted R^2 value was 0.634, suggesting that Motivation and Technology Literacy explain 63.4% of the variance in JSI. These results show strong explanatory power for the tested relationships. Additionally, Effect Size (f^2) values were calculated and indicated medium to large effect sizes, particularly for the paths involving Motivation and Career Expectations.

No issues of multicollinearity were observed, as all VIF values were below the threshold of 5, confirming that the predictors are not excessively correlated, which strengthens the validity of the results (J. F. Hair et al., 2022).

In conclusion, the hypothesis testing reveals that Motivation and Technology Literacy have a significant positive influence on Job-Seeking Intensity, while Career Expectations significantly drive Motivation. However, Career Expectations did not have a direct effect on Job-Seeking Intensity, and the moderating effect of Time Scarcity was found to be insignificant. These findings enhance our understanding of how psychological and technological factors shape job-seeking behaviors and career motivation in Generation Z. The model's R^2 values and f^2 effect sizes further suggest that the relationships between the constructs are well-explained and provide a solid foundation for predicting career-related behaviors.

Table 5 Summary of Hypothesis Testing

Hypotheses	Path	Std. Beta	Std. Error	t-Value	P values	Bias	Confidence Interval		VIF	Decision	R^2 Adjusted	F Square
							5%	95%				
H1	CE -> JBI	0.109	0.072	1.506	0.066	0.001	-0.01	0.231	2.464	Not supported	0.634	0.014
H2	M -> JBI	0.629	0.085	7.439	0	0.004	0.475	0.758	2.564	Supported		0.426
H3	TL -> JBI	0.151	0.071	2.131	0.017	0.002	0.026	0.257	1.354	Supported		0.048
H4	CE -> M	0.671	0.071	9.436	0	-0	0.549	0.783	1.272	Supported	0.609	0.965
H5	TL -> M	0.212	0.077	2.743	0.003	0.006	0.087	0.342	1.272	Supported		0.097

DISCUSSION

The results of this study provide valuable insights into the factors influencing Job-Seeking Intensity (JBI) among Generation Z in Pekanbaru. While Career Expectations (CE) had a positive but statistically insignificant effect on Job-Seeking Intensity (JBI), the relationship was stronger through Motivation (M). This suggests that Career Expectations serve as an important foundation for motivation but do not directly translate into higher job-seeking behaviors unless mediated by Motivation.

The lack of direct significance between Career Expectations (CE) and Job-Seeking Intensity (JBI) (with a path coefficient of 0.109, t-statistic of 1.506, and p-value of 0.066) is an interesting finding. This result suggests that while Career Expectations may influence an individual's career goals and aspirations, it does not necessarily lead to an immediate increase in job-seeking efforts. This finding aligns with previous studies that argue the effect of Career Expectations on actual job-seeking behavior can be influenced by external factors such as labor market conditions, personal values, and individual motivation (Kim & Lee, 2021). In

contrast, Motivation plays a more direct role in initiating job-seeking behaviors, as evidenced by the strong and statistically significant relationship between Motivation (M) and Job-Seeking Intensity (JBI) (with a path coefficient of 0.629, t-statistic of 7.439, and p-value of 0.000). These results suggest that motivated individuals are more likely to actively engage in job-seeking activities.

In this study, Career Expectations (CE) strongly influenced Motivation (M) (with a path coefficient of 0.671 and p-value of 0.000), indicating that individuals with clear career expectations are more likely to exhibit high levels of motivation. This supports the argument that Career Expectations act as a key driver of Motivation in career decision-making, which is consistent with the Theory of Planned Behavior (Ajzen, 1991) where attitudes (in this case, career expectations) shape motivation, which then leads to specific behaviors such as job searching. Motivation appears to mediate the relationship between Career Expectations and Job-Seeking Intensity, suggesting that individuals who have high career aspirations are motivated to pursue job opportunities, but their actual engagement in the job-seeking process is influenced more by their level of motivation rather than their career expectations alone.

Furthermore, the significant effect of Technology Literacy (TL) on Job-Seeking Intensity (JBI) (with a path coefficient of 0.151, t-statistic of 2.131, and p-value of 0.017) highlights the growing importance of digital skills in the modern job market. In today's digital era, individuals with higher levels of Technology Literacy are more likely to leverage digital platforms for job searching, increasing their Job-Seeking Intensity. These results align with findings from (Ng & others, 2021) and (Chatterjee & others, 2023), who emphasized that Technology Literacy plays a crucial role in enhancing the effectiveness of job searches and career development strategies. Given that Generation Z is characterized by high digital literacy, it is not surprising that the ability to navigate technology directly impacts job-seeking behavior.

The findings regarding Career Expectations also suggest that while they may not directly increase job-seeking behaviors, they serve an important motivational function by guiding individuals' long-term career aspirations. Career Expectations set a foundation for future goals, but it is the motivational drive that determines how actively individuals pursue job opportunities (Kim & Lee, 2021). This highlights the importance of fostering intrinsic motivation in career development programs. Career counseling and development strategies that enhance Motivation could be more effective in encouraging Job-Seeking Intensity, particularly among Generation Z, who place significant value on personal fulfillment, work-life balance, and career satisfaction (Aggarwal & others, 2022)

In conclusion, the study's findings suggest that Career Expectations have an indirect influence on Job-Seeking Intensity through Motivation. Motivation plays a crucial role in bridging the gap between career aspirations and actual job-search behavior, while Technology Literacy enhances the ability to engage with digital job-search tools. Therefore, while Career Expectations shape Motivation, it is Motivation and Technology Literacy that directly drive Job-Seeking Intensity. These findings contribute to our understanding of how psychological and technological factors interact to shape job-seeking behaviors among Generation Z, and they have practical implications for career development strategies aimed at enhancing job-search behaviors in a digital age. Further research could explore other moderating or mediating factors that might influence this relationship, such as social networks or external economic conditions, to provide a more nuanced understanding of job-seeking behaviors in different contexts.

CONCLUSION

The findings of this study provide valuable insights into the factors influencing Job-Seeking Intensity (JBI) among Generation Z in Pekanbaru, particularly focusing on Career Expectations (CE), Motivation (M), and Technology Literacy (TL). The results indicate that Career Expectations play a significant role in shaping Motivation, which in turn drives Job-Seeking Intensity. Specifically, while Career Expectations had a positive but statistically insignificant direct effect on Job-Seeking Intensity, it significantly influenced Motivation (with a path coefficient of 0.671). This finding suggests that Career Expectations set the groundwork for individuals' aspirations, but it is Motivation that more directly leads to job-seeking behavior. Additionally, Technology Literacy was found to significantly influence Job-Seeking Intensity, emphasizing the crucial role of digital skills in enhancing job-search efforts. Therefore, the study answers the research questions by confirming that Motivation and Technology Literacy are direct drivers of Job-Seeking Intensity, with Career

Expectations acting as an indirect influencer through Motivation.

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