

The Influence of Work Life Balance Benefits and Working Expectation on Job Pursuit Intention with Employer Attractiveness as a Mediating Variable

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Abstract

This research focuses on investigating the impact of Work-Life Balance Benefits and Working Expectations on Job Pursuit Intention, with Employer Attractiveness as a mediating variable. The method used by the author is a quantitative method, by applying Structural Equation Modeling Partial Least Square (SEM-PLS). The population of this study consists of all Informatics Engineering students at Brawijaya University, while the sample includes 275 students from the Informatics Engineering program at the university. The results reveal that Working Expectations and Employer Attractiveness have a positive and significant effect on Job Pursuit Intention. However, Work-Life Balance Benefits do not have a significant effect on Job Pursuit Intention. Nonetheless, Employer Attractiveness successfully mediates the relationship between both variables (Work-Life Balance Benefits and Working Expectations) and Job Pursuit Intention. This research provides insights for companies to enhance their appeal by improving work-life balance initiatives and meeting the expectations of Generation Z job seekers.

Pengaruh Work Life Balance Benefits dan Working Expectation Terhadap Job Pursuit Intention Dengan Employer Attractiveness Sebagai Variabel Mediasi

Abstract

Tujuan dari penelitian ini yaitu guna mengkaji pengaruh manfaat keseimbangan kerja-hidup (Work Life Balance Benefits) dan ekspektasi kerja (Working Expectation) niat melamar pekerjaan (Job Pursuit Intention) dengan daya tarik pemberi kerja (Employer Attractiveness) sebagai variabel mediasi. Metode yang digunakan oleh penulis yaitu metode kuantitatif dengan mengaplikasikan Structural Equation Modeling Partial Least Square (SEM-PLS). Penelitian ini menggunakan populasi dari seluruh mahasiswa Teknik Informatika Universitas Brawijaya dan jumlah sampel dari penelitian ini terdiri dari 275 mahasiswa Program Studi Teknik Informatika Universitas Brawijaya. Penelitian ini membuktikan adanya pengaruh positif dan signifikan antara ekspektasi kerja dan employer attractiveness terhadap job pursuit intention. Sedangkan work life balance benefits tidak berpengaruh signifikan terhadap job pursuit intention. Namun, employer attractiveness berhasil memediasi kedua variabel, work life balance benefits dan employer attractiveness, terhadap job pursuit intention. Studi ini memberikan wawasan kepada perusahaan untuk meningkatkan daya tarik mereka melalui keseimbangan kerja-hidup yang lebih baik dan memenuhi harapan para pencari kerja Generasi Z.

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In this industrial revolution 4.0, it has brought a major influence on the increasingly competitive and dynamic world of work. These changes require human resources (HR) to continue to develop, be creative, and innovate to improve their potential and quality in order to be able to compete in the increasingly tight world of work. In addition, companies are also required to continue to innovate and be creative in attracting high-quality job applicants. One way for companies to remain competitive is by offering more flexible policies and supporting employee welfare, as has been done by many multinational companies that are currently starting to enter developing countries such as Indonesia.

The COVID-19 pandemic is one of the main factors that has driven many companies to change their work patterns, for example by introducing remote work systems. This change is also supported by the rapid development of technology that allows companies and employees to continue operating effectively even when not in the office. This flexible work system is also in great demand by some employees, especially Generation Z, who prioritize flexibility in living their lives. This is similar to the research written by Nurqamar et al. (2022) which states that Generation Z is more inclined to explore jobs that have flexible work schedules, considering that they are very adaptable to technology and lifestyles that support more freedom.

One of the companies that changed their work structure is Google Indonesia. Google Indonesia is a branch of Google Inc., a global company engaged in technology, and is widely known as the world's leading search engine. Based on *esevel.com* which was reported on November 25, 2023, Google has changed the way its employees work since the COVID-19 outbreak in the world in 2020. Google formed a new policy to allow its employees to work from home. However, in 2021 Google implemented a hybrid system, where at least employees work in the office for 3

days a week. Then in 2022, Google conducted an analysis and evaluation of their policy regarding the hybrid system by introducing more flexibility for their employees to work from anywhere or commonly known as "work from anywhere". In addition, Google also introduced "reset days" to support employee well-being or the welfare of their employees who show a commitment to a supportive work culture.

In the study of Ozkan & Solmaz (2015), the main thing that will be considered by the current generation in determining where they work is the work environment. The work environment that they are interested in is a happy work atmosphere but still prioritizes a flexible schedule, is tied to technology, both in work and communication, and can wear comfortable clothes to wear while working are characteristics of today's young generation (Rachmawati, 2019). Based on the results of the survey, generation Z jobs tend to want to work flexibly by 45% and work with flexible locations by 69% (Prayoga & Lajira, 2022). Job pursuit intention describes the determination of job seekers in applying to a company. When someone is exploring jobs and does not have much knowledge about the company's information, they will use clues and company images to evaluate their professional work environment (Al Masud et al., 2019). Job seekers will form their own understanding of the company based on the information they receive during the recruitment process (Krisna & Emilia, 2023).

Many companies are likely to be required to have innovative recruitment techniques (Twenge et al., 2010) and creative human resource policies (Lockwood, 2003) to attract today's young generation. Twenge et al. (2010) said that companies must master the factors that can influence young prospective employees in advertisements and descriptions of the company. It is also said that companies that effectively use the talents and support of the younger generation will have a competitive advantage in the future

(Lockwood, 2003). The better the attractiveness of the company, the more someone's interest in applying for prospective employees at the company will increase (Fridantara, 2018).

Therefore, a company must be able to know and understand several things that are considered attractive and will be sought after by prospective employees. Employer attractiveness is a benefit seen from the perspective of job seekers regarding workers in a particular organization (Rahmadiani et al., 2024). Soeling et al. (2022) stated that generation Z prefers the values offered by a company. This statement is supported by research conducted by Rahmadiani et al. (2024), which states that the level of employer attractiveness will significantly affect the job pursuit intention of generation Z.

In addition, today's job seekers, especially the younger generation or generation Z, consider many things when applying for a job in an organization or company. The considerations in question can be in the form of benefits that they will later get when working in an organization or company, both in terms of compensation and other things that they will get personally. And the most important thing in the work-life balance relationship is to consider work flexibility (Rachmadini et al., 2020). Work-life balance (WLB) is a concept of balance between personal life and work life that involves free time, happiness, family, and spiritual development that involves employee welfare in the company.

Offering work-life balance benefits is expected to make employers more attractive to potential applicants (Firfiray & Mayo, 2017). Firfiray & Mayo (2017) have also studied that work-life balance benefits have a significant effect on employer attractiveness and said that job seekers will seek information to evaluate employers and often rely on the availability of work-life balance.

Based on the considerations made by generation Z in looking for work, they will have hopes or expectations regarding the jobs they will apply for. Job expectations or working expectations

are a perception or expectation of job seekers regarding the jobs they will apply for and focus on the values or benefits that they will get when working in the company. Previous research written by Hartaningtyas Rani et al. (2023), said that working expectations have an influence on the intention to apply which is mediated by organizational attractiveness, person-organization fit, and social media

Based on the explanation above and also several previous studies, in this research, a research modification will be carried out by combining several variables of Work Life Balance Benefits, Working Expectations, Employer Attractiveness, and Job Pursuit Intention. This study aims to provide an understanding of the benefits of work-life balance and working expectations on job application intentions with employer attractiveness as a mediator. Therefore, the author will examine research entitled "The Effect of Work Life Balance Benefits and Working Expectations on Job Pursuit Intention with Employer Attractiveness as a Mediating Variable".

LITERATURE REVIEW

The Influence of Work Life Balance Benefits on Job Pursuit Intention

In a study conducted by Ahamad et al. (2023), the study specifically examined the effect of work life benefits with three alternative work arrangements consisting of flexible work, flexible work location, and flexible career path on job search intentions. The results of the meeting stated that alternative work arrangements had a significant effect with the value of flexible working hours having the highest value than flexible work location and flexible career path. Firfiray & Mayo (2017) also examined the relationship between work life benefits and job pursuit intention for 189 newly graduated students and found that job seekers were more attracted to organizations that complemented standard salaries with work life balance than standard salaries Health benefits.

Casper & Buffardi (2004) examined the positive impact of two work-life balance benefits, namely work schedule flexibility and care assistance, on job seekers' intentions to pursue employment with prospective employers. The study is supported by Nurqamar et al. (2022) who stated that Generation Z is very important to work by running a personal life as well as work without causing conflict between the two, so the opportunity to have a flexible job and work schedule is very much in demand. Given the challenges faced by individuals in aligning work and non-work roles, it is reasonable to assume that WLB will be appreciated by today's job seekers. Meanwhile, in the study of Kumari & Saini (2018), it was found that corporate governance orientation has a greater influence on employee attraction than the availability of work-life balance. Based on several previous studies, the following hypotheses can be concluded:

H1: Work life balance benefits have a significant effect on job pursuit intention at Google Indonesia

The Influence of Working Expectation on Job Pursuit Intention

Hartaningtyas Rani et al. (2023) analyzed the correlation between college graduates' job expectations and job application intentions among 350 Indonesian students on the verge of graduation. The results of the study indicate that job expectations influence job application intentions. The study is supported by research conducted by Rani et al. (2022) which states that Generation Z's job expectations have a significant impact on their willingness to apply for jobs.

In the research of Nguyen Ngoc et al. (2022) it was found that the work expectations of generation Z influence job pursuit intention by considering the instrumental attributes of the company and the symbolic meaning of corporate social responsibility. This finding is also supported by research conducted by Cahyo & Waskito (2023), stated that job expectations of prospective

applicants greatly influence their interest in applying for a job. Based on several previous studies, the following hypothesis can be concluded:

H2: Working expectations have a significant effect on job pursuit intention at Google Indonesia company

The Influence of Work Life Balance Benefits on Employer Attractiveness

Ahamad et al. (2023) argue that the existence of work-life balance benefits and positive employee recommendations by providing job attributes can be considered as signals that are deliberately used by companies to increase attractiveness. This opinion is supported by the results of his research which states that these variables not only have a direct effect but also interact with each other to influence the attractiveness of employers. Research conducted by Firfiray & Mayo (2017) also explains how the provision of work-life balance benefits increases the attractiveness of job seekers to organizations or companies during the early stages of recruitment due to the perceived person-organization fit between job seekers and organizations. A good organizational culture and implementing the use of work-life balance practices for all its workforce will produce positive results regarding work-life balance (Pasamar, 2015). These positive results can also increase the attractiveness of organizations that implement work-life balance practices. Findings in the study by Reis et al. (2017) show that companies become more competitive in attracting talented prospective employees if their recruitment strategies emphasize more on the psychological benefits that can be obtained by working at the company. Based on several previous studies, the following hypotheses can be concluded:

H3: Work life balance benefits have a significant effect on employer attractiveness at Google Indonesia.

The Influence of Working Expectation on Employer Attractiveness

Attracting high-potential Generation Z applicants and creating engaging programs are important steps to approach them and ensure their continued commitment to the organization (Rani et al., 2022). The study explains that prospective applicants' expectations will affect the attractiveness of the company with the role of social media. In the study by Hartaningtyas Rani et al. (2023) further found a positive relationship between working expectations and company attractiveness. The results of the study explain that job seekers have expectations and the whole that they will get when they join it. Also supported by research (Chillakuri, 2020) which states that generation Z has job expectations that can support the suitability between the company's values and themselves. In a situation full of demographic challenges, the hopes or expectations of the next generation of employees make the company more responsive to increasing the company's attractiveness (Bustamante et al., 2021). The study focuses on corporate social responsibility and states that the next generation of employees tend to have expectations of companies that have a positive work environment. Based on several previous studies, the following hypotheses can be concluded:

H4: Working expectations have a significant effect on employer attractiveness at Google Indonesia.

The Influence of Employer Attractiveness on Job Pursuit Intention

In the research of Prasetyo et al., (2024), employer attractiveness significantly affects the interest in applying for jobs in generation Z. The study explains that high employer attractiveness can attract more qualified, competent, and highly motivated job applicants, and can increase employee retention to contribute to the quality of the company. Research conducted by Rahmadiani et al. (2024) supports previous research by providing significant results regarding the influence of employer attractiveness on job pursuit intention conducted on generation Z in Jakarta.

Job seekers also often consider choosing a company other than the attractiveness of the company, namely through the reputation of the company they are applying for (Wirohikmawan & Kustini, 2023). In addition, incorporating social and environmental issues into the company's strategy is a valuable approach to attracting generation Z job seekers (Ngoc Thang et al., 2023). Employer attractiveness also plays a positive role as a mediator in the study of the effect of environmental reputation on job pursuit intention mediated by organizational attractiveness and organizational prestige on generation Z in Indonesia. Research by Khan & Noorizwan Muktar (2020) also found that green recruitment is positively related to job application intentions and company attractiveness partially mediates the relationship. Based on several previous studies, the following hypotheses can be concluded:

H5: Employer attractiveness has a significant effect on job pursuit intention at Google Indonesia.

The Influence of Work Life Balance Benefits on Job Pursuit Intention through Employer Attractiveness

Ahamad et al.'s (2023) research conducted a study on work-life balance benefits focusing on flexible work hours, flexible work location, and flexible career path influencing job pursuit intention. The study found that work-life balance benefits have a significant influence on job pursuit intention with the role of employer attractiveness as a mediator. This further supports that work-life balance benefits are important for job seekers and organizations that offer good work-life balance must effectively publicize these benefits. Supported by research by Kumari & Saini (2018) which examined factors such as corporate governance orientation, work-life balance benefits, and corporate social responsibility, influencing company attractiveness and job pursuit intention. Companies that have a supportive culture and benefits aimed at their entire workforce are mostly

to increase the level of use of work-life balance practices and therefore the company will get all the positive outcomes related to work-life balance (Pasamar, 2015). Increased flexibility in the workplace that is more directed at work-life balance and more career-oriented jobs are among the attractions that are favored by generation Z who will participate in the new workforce (Ozkan & Solmaz, 2015). Therefore, it can be said that the relationship between work life balance benefits, employer attractiveness, and job pursuit intention is something that is interrelated. Thus, the following hypothesis can be formulated:

H6: Work life balance benefits have a significant effect on job pursuit intention through employer attractiveness at Google Indonesia.

The Influence of Working Expectation on Job Pursuit Intention through Employer Attractiveness

Job pursuit intention or the intention to apply for a job can be influenced by several factors, such as working expectations and employer attractiveness. This is supported by research by Hartaningtyas Rani et al. (2023) which examines the relationship between working expectations and job pursuit intentions and organizational attractiveness variables as mediators. The results show that job expectations influence the intention to apply for a job through the mediation of company attractiveness. Rani et al. (2022), explained in their research that job expectations influence the intention to apply from generation Z with the role of organizational attractiveness through social media. Knowledge gained through social media to create attractive information for prospective applicants will help companies in recruitment.

If a company has a good image in the eyes of the public, public perception will be formed positively for prospective applicants that the company can provide better welfare than other companies, but it does not rule out the possibility for prospective applicants not to apply to the

company (Younis & Hammad, 2021). This is supported by research by Tsai & Wen-Fen Yang (2010) which explains why corporate image is an important factor in job selection decisions by developing and testing a model using a brand equity perspective. The study found that all dimensions of corporate image greatly influence the attractiveness of the organization to prospective applicants. The attractiveness of the company will create an expectation from prospective applicants regarding the job they are applying for, so that it will also affect their intention to apply to a company. Therefore, it can be said that the relationship between working expectation, employer attractiveness, and job pursuit intention is something that is interrelated. Thus, the following hypothesis can be formulated:

H7: Working expectation has a significant effect on job pursuit intention through employer attractiveness at Google Indonesia.

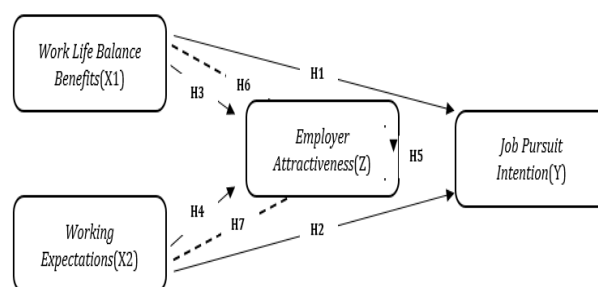


Figure 1. Conceptual Framework

RESEARCH METHOD

Quantitative methods are used in this research. Quantitative research is a method based on the philosophy of positivism, which functions to test a particular population or sample. The goal is to determine the relationship or correlation of each variable. This type of research is descriptive research, where a writing that has the purpose of collecting information on a phenomenon that occurs when the research is conducted. So that in this study using a method to describe the results of the research and using an explanatory research type that will explain the cause and effect between

variables, namely the independent variables Work Life Balance Benefits (X1), Working Expectation (X2) which affect Job Pursuit Intention (Y) as the dependent variable through Employer Attractiveness (Z) as the mediating variable.

This research uses Structural Equation Modeling Partial Least Square (SEM-PLS) analysis as the analysis technique. The population in this study used all Informatics Engineering Study Program Students of Brawijaya University, Malang City, totaling 964 people. Using purposive sampling technique for sampling, the number of samples obtained was 275 people.

The instruments applied in this research are primary data and secondary data. Primary data is obtained by researchers through a questionnaire in the form of a google form that will be given to respondents online and through a questionnaire that is directly distributed in the Faculty of Computer Science area. While secondary data will be obtained by researchers from previous studies in the form of literature that is in line with this research. The secondary data is in the form of journals, scientific articles, books, or other source references that are in line with this research.

And this study uses a Likert scale of 1-5, where 1 means "Strongly Disagree" and 5 means "Strongly Agree". There are different numbers of items for each variable, Work Life Balance Benefits as many as 4 items, "The company supports the existence of a work-life balance program for employees" (Pasamar, 2015). Working Expectation as many as 8 items, "Opportunity to get a high salary offered by the company" (Hartaningtyas Rani et al., 2023). Employer Attractiveness as many as 5 items, "This company is very attractive" (Aiman-Smith et al., 2001). Job Pursuit Intention as many as 6 items, "I will accept a job offer from this company" (Aiman-Smith et al., 2001).

RESULTS AND DISCUSSION

The results of the collected respondents' answers obtained 277 respondents with the characteristics of the results that can be seen in the data below:

Table 1. Respondent Demographics

	Data	Amount	Percentage
1	Gender		
	Man	115	41.5%
	Woman	162	58.5%
2	Age		
	<20 Years	88	31.8%
	20 – 22 Years	160	57.8%
	23 – 25 Years	25	9%
	26 – 28 Years	4	1.4%
3	Study Year		
	2018	3	1.1%
	2019	4	1.4%
	2020	18	6.5%
	2021	125	45.1%
	2022	29	10.5%
	2023	20	7.2%
	2024	78	28.2%
4	Do you know Google Indonesia Company?		
	Yes	277	100%
5	Are you interested in applying for a job at Google Indonesia?		
	Yes	254	91.7%
	Hesitant	23	8.3%
6	Are you currently tied to work with an agency?		
	No	277	100%

Source: Processed by researchers, 2025

The results of the descriptive analysis can be observed through table 1 above. In this study there are four variables, namely Work Life Balance Benefits (X1) and Working Expectation (X2) as independent variables, Job Pursuit Intention (Y) as the dependent variable, and Employer Attractiveness (Z) as the mediating variable. The results of the descriptive analysis show the Grand Mean value of the Work Life Balance Benefits (X1) variable of 3.97, Working Expectation (X2) of 4.46, Employer Attractiveness (Z) of 4.23, and Job Pursuit Intention (Y) of 4.25. It can be interpreted that the average respondent's answer is to agree to each question.

Table 2. Variables, Items, Mean, and Grand Mean

Variables	Item	Min	Max	Mean	Grand Mean	SD
Work Life Balance	WLBB1	1	5	3.95	3.97	0.72
	WLBB2	1	5	3.96		
	WLBB3	1	5	3.97		
	WLBB4	1	5	4.00		
Work Expectations	WE1	1	5	4.43	4.46	0.67
	WE2	1	5	4.47		
	WE3	1	5	4.47		
	WE4	1	5	4.53		
	WE5	1	5	4.44		
	WE6	1	5	4.39		
	WE10	1	5	4.39		
Employer Attractiveness	OA1	2	5	4.23	4.23	0.72
	OA2	3	5	4.33		
	OA3	2	5	4.21		
	OA4	2	5	4.08		
	OA5	1	5	4.34		
Job Pursuit Intention	JPI1	2	5	4.40	4.25	0.69
	JPI2	2	5	4.31		
	JPI3	2	5	4.11		
	JPI4	2	5	4.19		
	JPI5	1	5	4.23		
	JPI6	2	5	4.29		

Source: Processed by researchers, 2025

Partial Least Square (PLS) Analysis Outer Model Evaluation

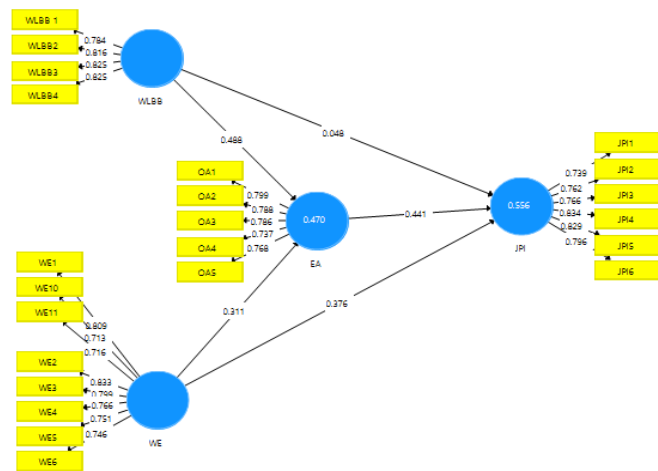


Figure 2. Outer Model

In evaluating the outer model in this test, 3 tests were used, namely convergent validity, discriminant validity, and composite reliability.

a. Convergent Validity

In this test, it can be seen from the loading factor results for each indicator variable. In this test on the development of a measurement scale, a loading factor value above 0.70 will indicate a valid item, but a value of 0.50-0.60 can be tolerated. The

results of convergent validity are presented in table 3.

Table 3. Outer Model Measurements

	X1	X2	Z	Y
WLBB 1	0.784			
WLBB2	0.816			
WLBB3	0.825			
WLBB4	0.825			
WE1		0.809		
WE10		0.713		
WE11		0.716		
WE2		0.833		
WE3		0.799		
WE4		0.766		
WE5		0.751		
WE6		0.746		
EA1			0.799	
EA2			0.788	
EA3			0.786	
EA4			0.737	
EA5			0.768	
JPI1				0.739
JPI2				0.762
JPI3				0.766
JPI4				0.834
JPI5				0.829
JPI6				0.796

Source: Processed by researchers, 2025, Note: Work Life Balance Benefits (X1), Working Expectation (X2), Employer Attractiveness (Z), Job Pursuit Intention (Y)

Through the table, it can be concluded that the outer loading has a value of >0.70. Therefore, the item can be said to be appropriate or valid to be applied and can be analyzed more deeply in the study. However, several items such as WE7, WE8, WE9, and WE12 were removed because they did not meet the value criteria. In addition, Average Variance Extracted (AVE) can also be used for validity testing. If the AVE root in each structure is greater than the relationship between the structure and other structures, the model can be categorized as having quite good discriminant validity (Haryono, 2016).

Table 4. Average Variance Extracted

Variables	AVE Standard	AVE	Dec
Work Life Balance Benefits (X1)	0.5	0.660	Valid
Working Expectation (X2)	0.5	0.589	Valid
Employer Attractiveness (Z)	0.5	0.602	Valid
Job Pursuit Intention (Y)	0.5	0.622	Valid

Source: Processed by researchers, 2025, Note: Average Variance Extracted (AVE)

Through the table above, it shows that the AVE value of each variable has met the criteria of the value next to >0.05. So it can be concluded that each variable is valid and there are no problems in testing convergent validity.

b. Discriminant Validity

Discriminant validity according to Haryono (2016) is a measurement to determine whether a construct is different from other constructs and to show that the construct is a unique arrangement and can capture the phenomenon being measured.

Table 5. Discriminat Validity

	Z	Y	X2	X1
Z	0.776			
Y	0.670	0.788		
X2	0.529	0.630	0.768	
X1	0.626	0.492	0.446	0.813

Source: Processed by researchers, 2025, Note: Work Life Balance Benefits (X1), Working Expectation (X2), Employer Attractiveness (Z), Job Pursuit Intention (Y)

Based on the table above, it can be stated that the variables Employer Attractiveness, Job Pursuit Intention, Working Expectation, and Work Life Balance Benefits produce a square root of AVE or Fornell-Larcker Criterion greater than the correlation with other constructs which are valued at >0.70. So it can be concluded that the discriminant validity of all variables in this study can be declared valid.

c. Composite Reliability

Realizability is a measure of consistency for indicators in each construct (Haryono, 2016). The level of reliability can be accepted if the value is more than or equal to 0.70, while less than that will be accepted for explanatory research.

Table 6. Composite Reliability

	Cronbach's Alpha	Composite Reliability
Work Life Balance Benefits (X1)	0.829	0.886
Working Expectation (X2)	0.900	0.920
Employer Attractiveness (Z)	0.835	0.883
Job Pursuit Intention (Y)	0.878	0.908

Source: Processed by researchers, 2025

Through the table above, it can be said that each variable is reliable or meets the requirements

of composite reliability because the value of the composite reliability of each variable is >0.70. In addition, the cronbach's alpha value is also obtained for each variable with a value of >0.70. According to (Haryono, 2016), a value of ≥ 0.7 is acceptable and a value of ≥ 0.8 is very satisfactory (Haryono, 2016).

Inner Model Evaluation

This structural model test will show the causal relationship between latent variables developed based on theory. This model examines the causal relationship through the T-statistic test process.

Table 7. R-Square

	R Square
Job Pursuit Intention	0.556
Employer Attractiveness	0.470

Source: Processed by researchers, 2025

It can be seen from the table above that the Job Pursuit Intention variable has a value of 0.556 which means 55.6%. The results of this study show that the variables Work Life Balance Benefits (X1), Working Expectation (X2), and Employer Attractiveness (Z) have a medium impact on the Job Pursuit Intention variable (Z) (55.6%). While other variables (44.4%) are responsible for other variables that are not explained in this study.

There is also an R-square value of 47% for the Employer Attractiveness variable (Medium level of influence). In other words, this study found that other variables contributed 53% which were influenced by other variables outside this study.

Estimate For Path Coefficient

Estimate For Path Coefficient is the estimated value for each path coefficient in the research model for each path coefficient in the structural research model. This path coefficient is used to measure the relationship between independent and dependent variables in a model. The assessment is carried out by examining the assessment of the parameter coefficient and the significance of T Statistics through the bootstrapping method.

Table 8. Hypothesis Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Confirmation
Employer Attractiveness -> Job Pursuit Intention	0.441	7,958	0,000	H5 Accepted
Working Expectations -> Employer Attractiveness	0.311	4,873	0,000	H4 Accepted
Working Expectation -> Job Pursuit Intention	0.376	5,544	0,000	H2 Accepted
Work Life Balance Benefits -> Employer Attractiveness	0.488	7,333	0,000	H3 Accepted
Work Life Balance Benefits -> Job Pursuit Intention	0.048	0.918	0.359	H1 Rejected

Source: Processed by researchers, 2025

Based on table 8 above, it shows a direct effect or direct influence to answer H1, H2, H3, H4, and H5. It can be seen from the table above, that H1 has an Original Sample (O) value of 0.048, a T-Statistic of 0.918 < 1.96 and a P-Value of 0.359 > 0.05, so it can be concluded that Work Life Balance Benefits have a positive effect and do not have a significant effect on Job Pursuit Intention so that H1 is rejected. There is a positive and significant influence between Working Expectation and Job Pursuit Intention. It can be seen from the table above, that H2 has an Original Sample (O) value of 0.376, a T-Statistic of 5.544 > 1.96, and a P-Value of 0.000 < 0.05 so that H2 is accepted. There is a positive and significant influence between Work Life Balance Benefits on Employer

Attractiveness. It can be seen from the table above, that H3 has an Original Sample (O) value of 0.488, a T-Statistic of 7.333 > 1.96, and a P-Value of 0.000 < 0.05 so that H3 is accepted. There is a positive and significant influence between Working Expectation and Employer Attractiveness. It can be seen from the table above, that H4 has an Original Sample (O) value of 0.311, a T-Statistic of 4.873 > 1.96, and a P-Value of 0.000 < 0.05 so that H4 is accepted. There is a positive and significant influence between Employer Attractiveness on Job Pursuit Intention. It can be seen from the table above, that H5 has an Original Sample (O) value of 0.441, T-Statistic of 7.958 > 1.96, and P-Values of 0.000 < 0.05 so that H5 is accepted

Table 9. Mediation Test

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Confirmation
Working Expectation -> Employer Attractiveness -> Job Pursuit Intention	0.137	3,806	0,000	H7 Accepted
Work Life Balance Benefits -> Employer Attractiveness -> Job Pursuit Intention	0.215	5,697	0,000	H6 Accepted

Source: Processed by researchers, 2025

Based on table 9 above, it shows a specific indirect effect or indirect influence to answer H6 and H7. It can be seen from the table above, that H6 has an Original Sample (O) value of 0.215, a T-Statistic of 5.697 > 1.96 and a P-Value of 0.000 > 0.05, so it can be concluded that Work Life Balance Benefits have a positive and significant effect on Job Pursuit Intention through Employer Attractiveness so that H6 is accepted.

In addition, there is a positive and significant influence between Working Expectation and Job Pursuit Intention through Employer Attractiveness. It can be seen from the table above,

that H7 has an Original Sample (O) value of 0.137, T-Statistic of 3.806 > 1.96, and P-Values of 0.000 < 0.05 so that H7 is accepted.

DISCUSSION

H1. Work Life Balance Benefits on Job Pursuit Intention

In the test of the relationship between variables, H1 did not have significant results so H1 was rejected. This result is not in line with the research written by Ahamad et al. (2023) which resulted in the benefits of work-life balance having a significant effect on job pursuit intention. However, in this research, manipulation of work-life balance

benefits was implemented (the influence of flexible working hours, flexible work location, and flexible career paths) because the existence of these benefits does not mean that job seekers will view work-life balance benefits as high. This is because these specific benefits may not be relevant or applicable to job seekers (for example, childcare benefits may not apply to a single man or someone who no longer has children living with them). Gender can also affect this, women tend to bear a greater burden of care responsibilities, therefore they are more sensitive to work-life balance issues.(Allen, 2001).

As said by Rau & Hyland (2002), that each individual is attracted differently to various work-life balance benefits. Individuals with high work-family conflict are more attracted to employers that provide flexible hours, as opposed to those who are more attracted to telecommuting.(Rau & Hyland, 2002). Firfiray & Mayo (2017) stated that work life balance can include the following benefits: related to children (e.g. child care facilities, financial assistance, and maternity/paternity leave), time or schedule (e.g. flexible time, compressed work weeks), Health programs (e.g. employee counseling and assistance, and elder care. This can cause job seekers with different backgrounds, needs, and interests to have their own goals when applying for a job at a company.

H2. Working Expectation on Job Pursuit Intention

Research written by Hartaningtyas Rani et al. (2023) is in line with H2 where working expectations have a significant effect on interest in applying for jobs. This finding resulted in new findings regarding the influence of organizational character, branding, and attributes of the job application interest model. This is also supported by research written by Rani et al. (2022) where Generation Z's job expectations influence interest in applying for jobs via social media. The study states that Generation Z job seekers are responsive to technological advances that greatly affect their lifestyle.

Research by Nguyen Ngoc et al. (2022) also states that the job expectations of Generation Z influence job pursuit intention by considering the company's instrumental attributes and the symbolic meaning of corporate social responsibility. The study states that Generation Z has job expectations for companies that provide work-life balance and implement flexible work. This is supported by research by Cahyo & Waskito (2023) which states that the job expectations of job seekers greatly influence their interest in applying for a job.

H3. Work Life Balance Benefits on Employer Attractiveness

Research that is in line with H3 is the research of Ahamad et al. (2023) which supports H3 in this study. The study argues that the existence of work-life balance benefits and positive employee recommendations with the provision of job attributes can be considered as signals that are deliberately used by companies to increase Attractiveness. This opinion is supported by the results of his research which state that these variables not only have a direct effect but also interact with each other to influence the Attractiveness of employers. Research conducted by Firfiray & Mayo (2017) also explains how the provision of work-life balance benefits increases the Attractiveness of job seekers to organizations or companies during the early stages of recruitment due to the perceived person-organization fit between job seekers and organizations.

Similar to Pasamar's research (2015), a good organizational culture and implementing the use of work-life balance practices for all its workforce will produce positive results regarding work-life balance. This positive thing can also increase the attractiveness of organizations that implement work-life balance practices. The findings in Reis et al.'s research (2017) show that companies become more competitive in attracting talented prospective employees if their recruitment strategies emphasize more on the psychological

benefits that can be obtained by working at the company.

H4. Working Expectations on Employer Attractiveness

Research that supports H4 is in the research of Rani et al. (2022) which states that attracting high-potential Generation Z applicants and creating attractive programs are important steps to approach them and ensure their continued commitment to the organization. The study explains that the expectations of prospective applicants will affect the attractiveness of the company with the role of social media. In the research of Hartaningtyas Rani et al. (2023) further found a positive relationship between working expectations and the attractiveness of the company. The results of the study explain that job seekers have expectations and the whole that will be obtained when joining it.

Also supported by Chillakuri's research (2020) which states that generation Z has job expectations that can support the suitability between the company's values and themselves. In a situation full of demographic challenges, the hopes or expectations of the next generation of employees will make the company more responsive to increasing the company's attractiveness Bustamante et al. (2021). The study focuses on CSR and states that the next generation of employees tend to have expectations of companies that have a positive work environment.

H5. Employer Attractiveness on Job Pursuit Intention

Prasetyo et al. (2024) in line with H5, employer attractiveness significantly affects the interest in applying for jobs in generation Z. The findings explain that high employer attractiveness can attract more qualified, competent, and highly motivated job applicants, and can increase employee retention to contribute to the quality of the company. Supported by the findings conducted by Rahmadiani et al. (2024) by providing significant results regarding the influence of

employer attractiveness on job pursuit intention carried out on generation Z in Jakarta.

Job seekers also often consider choosing a company other than the attractiveness of the company, namely through the reputation of the company they are applying for (Wirohikmawan & Kustini, 2023). In addition, incorporating social and environmental issues into the company's strategy is a valuable approach to attracting generation Z job seekers (Ngoc Thang et al., 2023). Employer attractiveness also plays a positive role as a mediator in the study of the effect of environmental reputation on job pursuit intention mediated by organizational attractiveness and organizational prestige on generation Z in Indonesia. Research (Khan & Noorizwan Muktar, 2020) also found that green recruitment has a positive effect on job application intentions and company attractiveness partially mediates the relationship.

H6. Work Life Balance Benefits on Job Pursuit Intention through Employer Attractiveness

The results of the research by Ahamad et al. (2023) are in line with H6 in this study where Work Life Balance Benefits have a significant effect on Job Pursuit Intention through Employer Attractiveness. The researcher conducted a study on work life balance benefits focusing on working hours, location, and flexible career paths that affect job pursuit intention. The study found that work life balance benefits have a significant effect on job pursuit intention with the role of employer attractiveness as a mediator. This further supports that work life balance benefits are the main thing for job seekers and organizations that offer good work life balance must publish these benefits effectively. Supported by research by Kumari & Saini (2018) which examined factors such as corporate governance orientation, work life balance benefits, and corporate social responsibility, which affect company attractiveness and job pursuit intention.

Companies that have a supportive culture and benefits aimed at their entire workforce are mostly to increase the level of use of work-life balance practices and therefore the company will get all the positive outcomes related to work-life balance (Pasamar, 2015). Increased flexibility in the workplace that is more directed towards work-life balance and more career-oriented jobs are among the attractions that are favored by generation Z who will enter the workforce recently (Ozkan & Solmaz, 2015).

H7. Working Expectation on Job Pursuit Intention through Employer Attractiveness

The findings in the research of Hartaningtyas Rani et al. (2023) are in line with H7 in this study where Working Expectation has a significant effect on Job Pursuit Intention through Employer Attractiveness. The study examined the relationship between working expectation and job pursuit intention and the variable of organizational attractiveness as a mediator. The results show that job expectations affect the intention to apply for a job through the mediation of company attractiveness. Rani et al. (2022), explained in their research that job expectations affect the intention to apply for generation Z with the role of organizational attractiveness through social media. Knowledge gained through social media to create attractive information for prospective applicants will help companies in recruitment.

In the study by Younis & Hammad (2021), it was stated that if a company has a good image in the eyes of the public, public perception will be formed positively for prospective applicants that the company can provide better welfare than other companies, but it does not rule out the possibility for job seekers not to apply to the company. This is supported by Tsai & Wen-Fen Yang (2010) who explain why corporate image is an important factor in job selection decisions by developing and testing a model using a brand equity perspective. The study found that all dimensions of corporate image

greatly influence the attractiveness of the organization to prospective applicants. The attractiveness of the company will create an expectation from prospective applicants regarding the job they are applying for, so the attractiveness of the company also plays a role in the intention of prospective applicants to apply to a company.

CONCLUSION AND SUGGESTIONS

This study attempts to reveal how the influence of work life balance benefits and working expectation on job pursuit intention Google Indonesia through employer attractiveness on Informatics Engineering Study Program students of Brawijaya University. So that the test results show that working expectation and employer attractiveness have a significant effect on job pursuit intention. While for work life balance benefits do not have a significant effect on job pursuit intention. Employer attractiveness also mediates the relationship between work life balance benefits on job pursuit intention and working expectation on job pursuit intention.

This study has limitations, namely that the study only considered three variables, while job seekers consider a wider set of variables when they make decisions about choosing a job. In addition, the author's population is bound so that it cannot reach more respondents. Future research is recommended to use a more general and unbound sample and narrow down the variables. work life balance benefits in general or even can be adjusted to the object of research. Also, researchers suggest to companies to increase the attractiveness of the company to increase the expectations of job seekers and maximize the work-life balance to increase interest in applying to the company.

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