

DETERMINANTS OF JOB PURSUIT INTENTION
AMONG PRIVATE UNIVERSITY STUDENTS IN
MALAYSIA

BY

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PREFACE

This investigation is conducted by final year students of Bachelor of Business Administration (Honours) from the Faculty of Business and Finance to accomplish the study of bachelor's degree.

This study indicates 'The Job Pursuit Intention of Private University Students in Malaysia' with the independent variables of salary, quality of work life, and corporate social responsibility. As the preferences change in the new generation, the company should understand the different requirements to attract talent and avoid brain drain in Malaysia.

The research process will be implemented in Perak, Malaysia and the participants of the survey will be included in Universiti Teknologi PETRONAS (UTP), Tunku Abdul Rahman University of Management and Technology (TARUMT), and Universiti Tunku Abdul Rahman (UTAR).

According to this research project, the employer may understand the preference of freshmen in the labour market and accurately define the strategy for attracting local talent.

ABSTRACT

In today's competitive job market, organizations have significant challenges in attracting and maintaining skilled employees, particularly in developing countries such as Malaysia. Malaysia faces substantial workforce issues, such as brain drain and unemployment. This study examines the determinants that influence job pursuit intention among private university students in Malaysia, with focus on salary, quality of work life and corporate social responsibility. A quantitative approach was used, with data collected from 395 respondents at three private universities in Perak through a structured questionnaire. The data have been assessed by descriptive statistics, reliability tests, and multiple linear regression.

The results show that all determinants, salary, quality of work life and corporate social responsibility have significant influence job pursuit intention with corporate social responsibility as the most significant determinant ($\beta = 0.365$, $p < 0.001$), followed by quality of work life ($\beta = 0.341$, $p < 0.001$) and salary ($\beta = 0.120$, $p = 0.013$). The findings indicate that, while salary remains a critical criterion, students prefer organizations with strong ethical standards environmental sustainability as well as employee well-being. The study also highlights the changing preferences of generation Z, which prioritize meaningful work and work-life balance instead of competitive salary.

This research has crucial implications for organizations seeking to attract and retain young talent. Employers are encouraged to boost their corporate social responsibility initiatives, promote better working environment and provide flexible work arrangements to meet the expectations of future employees. Meanwhile, universities can use these findings to better prepare students for the job market by developing partnership with socially responsible organizations.

Keywords: job pursuit intention; salary; quality of work life; corporate social responsibility; students

Subject Area: HF5549-HF5549.5 Personnel management

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LIST OF ABBREVIATIONS

CSR	Corporate Social Responsibility
SPSS	Statistical Package for Social Science

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CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research relates to salary, quality of work-life, and corporate social responsibility (CSR) with job pursuit intention among Malaysia's private university students. The purpose of conducting this investigation is due to some incidents globally and in Malaysia, which are the preferred changes among the generation and brain drain (loss of talent). In an attempt to hire appropriate talent in the current labour market, employers must understand the job seeker's job intention. From common sense, salary is always the key to societal job intention. However, some people are willing to invest their potential salary in the careers they are interested in. Thus, it is an interesting independent variable to be assessed among future employees' job pursuit intention (Chi et al., 2018). In addition, the quality of work life is popular in the current workplace and favoured by a part of Generation Y and Generation Z, so this study will examine the proportion of the quality of work life and the job intentions of future job seekers. Moreover, the influence of CSR on job pursuit intentions has been found to different conclusions by a few research in different industries. Therefore, this research will find out whether CSR have a substantial influence on job pursuit intention among Malaysia's private university students.

1.1 Research Background

In this globalization era, employers are focused on employee quality rather than quantity, so the job pursuit intention of talents becomes an issue that companies need to pay attention to. Job pursuit intention is expressing an individual's willingness and interest to seek working opportunities. Potential employees may consider whether the organization can provide something that meets their needs (Muhammad et al., 2023).

As time moved on, Generation Z entered the labour market in succession and due to the rapid technological development or incidents, the preferences of each generation are different. The changes in people's values, attitudes, and beliefs represent each incident that occurs, indicating that people who share a common memory of an event are likely to have similar attitudes toward a factor (Dana et al., 2021).

In addition, the development of the Internet helps people to break down the obstacles and connect with others in different countries and cultures. Networking through the Internet expands an individual's job options and information. As the preferred changes by the new batch of employees, the organization start to change the office culture to adapt to the trend and enhance the reputation of the organization in the labour market (Bieleń & Kubiczek, 2020).

According to Wang et al. (2023), graduated students especially high-achievement students will be attracted by green human resources management (including recruitment, training, compensation, development and promotion), company environment, and CSR. The related information provided by the company can assist the job searchers in evaluating whether the core values of the corporation and the individual are similar and comfortable in the organization.

1.2 Problem Statement

Every generation has a distinctive set of experiences that shape their actions and attitudes in life. Previous studies have shown that every generation adopts different strategies for their working life (Faiq et al., 2021). As Generation Z is entering the labour market, it is critical for organizations to comprehend their working preferences to obtain a competitive advantage in attracting talented employees (Takimoto, 2021). Based on Ganguli et al. (2022), Generation Z acts, perceives, and works differently from preceding generations. Past studies have proven that Generation Z differs from Millennials, indicating that Generation Z values employers who provide fair

opportunities for promotions and salaries, as well as opportunities to develop themselves professionally (Faiq et al., 2021). Generation Z also values work flexibility, collaboration, and personal autonomy in the workplace (Bulut & Maraba, 2021). Urgal (2023) stated that Generation Z also likes tech-driven firms and may struggle in traditional firms with limited technical solutions. Additionally, generation Z is also drawn to companies that often carry out CSR activities (Ngoc et al., 2022).

Furthermore, as the COVID-19 pandemic has posed significant hurdles (Jaiswal & Arun, 2020), employees are forced to work from home due to consecutive lockdowns imposed by governments in various countries (Michinov et al., 2022). Many employees' perspectives may have altered because of their experiences during the Covid-19 shutdown. For many employees, this had been a beneficial experience in terms of the reported increase in job productivity, management, and work-life balance (Appel-Meulenbroek et al., 2022). Therefore, the studies by Marzban et al. (2021) and Appel-Meulenbroek et al. (2022) indicate that more people are willing to work from home after the pandemic. According to the study done by Eagle Hill Consulting, employees indicated that they would consider searching for a new job if the company does not offer or reduce remote and hybrid work flexibility (*Study: Workers Increasingly prefer Hybrid or Remote Flexibility*). Moreover, a survey of 1,000 employees in the United Kingdom to discover their preferred working conditions was carried out and found that 36% of the respondents believe that working from home is more productive than in the office (Mancini, 2024) while based on the survey of 1,000 American white-collar workers, better work-life balance is the most crucial elements that they seek for remote working followed by greater compensation and others employees' benefits (Punjwani & Campbell, 2024). This study will investigate the intention of job pursuit among private university students classified in Generation Z (born between 1995 and 2010) as the university students are mostly 17 years and above (Ling et al., 2023 & StudyMalaysia.com, 2024).

Besides that, brain drain has been a globalised issue since the 1950s, people move from developing countries to other developing countries to seek better compensation

packages, occupational advancement, and better living quality (Hamid et al, 2022). Based on Zainul (2024), research by the Department of Statistics Malaysia indicated that many Malaysians are working in Singapore, intensifying the brain drain issue. According to Yusof (2023), the human resource committee chairman of Johor said that Johor is facing the loss of human capital in services, commodities, manufacturing, and other significant economic sectors. Based on the statistics outlined by Tan (2024), over half of the (62%) Malaysian diaspora is hired abroad as skilled workers, the second largest portion (35%) of the Malaysian diaspora are semi-skilled workers, and the rest (3%) are low-skilled workers. Thus, countries such as Brunei and Singapore have become places where Malaysians frequently go for employment due to their advantageous geographical locations and beneficial currency exchange rates.

According to the Socio-economic Research Centre executive director, Dr Lee Heng Guie, the loss of human capital will obstruct the country's development due to the outflow of skilled citizens to advance in industries and technology (Farahatun, 2024). Dr Fatimah Al Zahrah, a Malaysia Social Science Association sociologist proposed that not only currency but also work-life balance, comfortable work, and an environment that provides support and opportunity to citizens are crucial to maintaining local talent. Mohd Uzir Mahidin (Malaysia's chief statistician) also indicated that the need for a new policy to encourage the repatriation of human capital to Malaysia to prevent setbacks in economic growth (Yeap, 2024). Thus, investigating job pursuit intention can help the country overcome the issue of brain drain by understanding how to attract talents back to their mother country.

Not only that, but underemployment is also a serious issue among graduates in Malaysia nowadays. It refers to the underutilization of labour productivity (Ministry of Manpower, n.d.). In short, it implies that the highly graduated graduates in Malaysia are not employed in positions that fit their qualifications (Al Kaff Zamsari, 2024). Department of Statistics Malaysia (DoSM) demonstrate that 77.2 percent of Malaysians between the ages of 15 and 24 and 41.6 percent of those between the ages of 25 and 34 are underemployed in 2023 (Asila, 2024).

In this new century, the new notion of the young generation is replacing the conventional idea. The traditional route to success in life is completely unfeasible (Malaysian, 2023). Young people today are yearning for flexible jobs that require not a lot of time. The changes in preferences among young generations may be the main reason for underemployment (Asila, 2024). Furthermore, the low salary in high-skill sectors is also a key factor in this issue. Mr. Liew Chin Tong, the Deputy Minister of Investment, Trade, and Industry pointed out that the graduates prefer to work abroad because of the better salary offers and working environment (Low, 2024). According to Hawati et al., (2024), 65.6% of graduates in 2021 made less than RM2,000 per year. It led to university students and graduates losing faith in Malaysia's labour market and opting to work overseas.

Public university students in Malaysia are the focus of recent studies on job pursuit intention. For instance, Muhammad and Syaharizatul (2020), Fita et al., (2023), and Abdul (2018) studied job pursuit intention among students of Universiti Utara Malaysia, Universiti Putra Malaysia, and Universiti Teknologi Malaysia, respectively. As a result, a study on job pursuit intention among students at private universities is necessary, given the limitations of previous research in this area. Furthermore, there are 54 private universities and about 500,000 enrollments in Malaysia (Policy & Ministry, 2022). The high proportion of students attending private universities implies the significance of conducting a study on their job pursuit intention. Thus, this investigation aims to determine job pursuit intentions among undergraduates in Malaysia's private universities.

Besides, we have proposed salary, quality of work life, and CSR as the factors that affect job pursuit intention. Insany et al., (2022) stated that salary positively affects job pursuit intention, while Santiago (2019) argued that salary has no relationship with job pursuit intention. Mazlan et al. (2018) found that prior studies on quality of work life have mostly focused on the types of industries and employee groups. Hence, we will study the viewpoints of students as there has been limited study on this group. Hoang

et al., (2020) and Moorthy et al., (2017) used philanthropic and ethical responsibility as the dimensions of CSR. However, their results were inconsistent, as both dimensions' results are opposite. Due to these inconsistent results, there is a gap in the study of job pursuit intention that needs to be filled.

1.3 Research Objective

1.3.1 General Objective

To investigate the determinants of job pursuit intention among private university students in Malaysia.

1.3.2 Specific Objectives

1. To examine whether salary would have an impact on job pursuit intention among private university students in Malaysia.
2. To determine whether quality of work life affects job pursuit intention among private university students in Malaysia.
3. To study how CSR will affect job pursuit intention among private university students in Malaysia.

1.4 Research Questions

1.4.1 General Question

What are the variables that will affect job pursuit intention among private university students in Malaysia?

1.4.2 Specific Questions

1. Will salary affect job pursuit intention among private university students in Malaysia?
2. Does the quality of work life affect job pursuit intention among private university students in Malaysia?
3. How does CSR affect job pursuit intention among private university students in Malaysia?

1.5 Hypotheses of the Study

H1: Salary positively impacts job pursuit intention among private university students in Malaysia.

H2: Quality of work life positively impacts job pursuit intention among private university students in Malaysia.

H3: CSR positively impacts job pursuit intention among private university students in Malaysia.

1.6 Significance of the Study

Malaysia as a developing country has struggled with the issue of brain drain for a long time and the majority of the youth are seeking the chance to work abroad (Vern, 2024). Remaining talent is important and should be emphasised by the company and country to maintain or enhance the competitive advantage. Therefore, the scramble for talent may be more intense than the rivalry for target customers. Corporations aim to become the primary choice of talents by providing resources or aligning their organization and talents' value proposition (Kumari & Saini, 2018).

As an attempt to mitigate the circumstance of loss of talent, this investigation is conducted to examine the effect of salary, quality of work life, and CSR on job pursuit intention. The outcome of this study will offer a clear direction for the organization to pay attention to fascinate future employees in Malaysia.

1.7 Chapter Layout

Chapter 1: Introduction

Chapter 1 provides a summary of the research as well as an explanation of its analysis and explains the purpose of our study. It addressed aspects such as the introduction, backdrop of the study, problem statement, research intention, questions, hypotheses, the significance of the study, layout and summary of the chapter.

Chapter 2: Literature Review

Chapter 2 comprises a literature review that summarizes and discusses the existing studies conducted by other researchers. This chapter covered the introduction, underlying theories, literature recap, proposed conceptual framework, development of the hypotheses and summary of the chapter.

Chapter 3: Research Methodology

Chapter 3 highlighted the research methodology of this research. It outlines how we will conduct the research and collect data and information relevant to our study through the questionnaire given. This chapter discusses the introduction, research design, data collection method, sampling population, research instrument, constructs measurement, data processing, data analysis and chapter summary.

Chapter 4: Research Results

Chapter 4 will calculate the outcome collected through the Questionnaire set in Chapter 3 to ascertain the validity of the hypotheses. This chapter included a brief introduction to the chapter, descriptive analysis, preliminary data screening, reliability test and inferential analysis (multiple regression analysis).

Chapter 5: Conclusion and Discussion

Chapter 5 is the last in the research to discuss and conclude the study by the data analysis in previous chapter. An introduction will be stated at the top of the chapter, followed by a summary of the statistical analysis, discussions of major findings, implications of the study, limitations, recommendations for future research and a chapter conclusion become the last.

1.8 Chapter Summary

To sum up, this chapter lays out the determinants that will affect job pursuit intention. Besides, the backdrop of the study and problem statement are assessed by research from past studies and data. After building the research objectives, the research direction is determined, and hypotheses are developed based on the relationships between variables. The significance of the study specifies the essential and the influence of determinants in this investigation.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, we will address the literature review on job pursuit intention among private university students based on the past research conducted by most researchers. Our study will examine the impact of salary, quality of work life and CSR on job pursuit intention among private university students. We will compare numerous journals to assure that no significant and relevant information is omitted. In the first section we will discuss the underlying theories relating to the topic, an outline of the literature on job pursuit intention (dependent variable), salary, quality of work life and CSR (independent variables). The next section is the proposed conceptual framework to describe the correlations between the variables. Lastly, the hypotheses development based on the conceptual framework, and the chapter summary.

2.1 Underlying Theories

2.1.1 Social Exchange Theory

Social exchange theory could be applied to economics exchange where one party provide services, and the other party will pay the salary or wages in return (Romani-Dias & Carneiro, 2019). The social exchange theory explains the reciprocity chain between two parties or above, where one of the parties will provide benefits to others and the others will return in help or interest. The theory's application increases the trust between parties and reduces uncertainty (Klara et al., 2024). Wijesinghe et al. (2024) agree with the statements by indicating that interactions between individuals are resource exchanges including love, respect, knowledge, information, authority, and friendship.

Baiza (2023) explained that the salary is the compensation to the employees who sacrifice their services and manpower in the workplace. According to social exchange theory, when employees are satisfied with their salary, they will perform better and retain in the corporation when they perceive respect and fair treatment from the company (Mun & Jang, 2018; Ayalew & Walia, 2024). Adeosin and Ohiani (2020) proved that the organization can attract and recruit talent by offering a reasonable salary, thereby obtaining the contribution of talent.

On the other hand, employees with a higher notion of social exchange theory will be more active in the workplace when they perceive the company's benefits. Thus, while the social exchange theory applies to the relationship between quality of work life and job pursuit intention, it can justify that the employees will be motivated and have a positive attitude when they perceive a high quality in the working environment (Seckin & Çoban, 2018). Social exchange theory is constructed by the trust between individuals as the organization provides a comfort working environment (Ohemeng et al., 2019).

2.1.2 Signaling Theory

The signaling theory may be illustrated by encoding and decoding. The employers who send out the signal are encoders whereas the job seekers the ones who receive the signal are decoders (Sun et al., 2022). As the encoders, the company always advertise the positive aspects of the corporation to attract job searchers (Le & Morschett, 2023). Moreover, the uncertain decision risk due to lack of information may be limited by signal (Cui et al., 2023).

According to the signaling theory, CSR is one of the attractiveness towards job seekers (Tsai et al., 2013). The company will send the signal to the talents through

CSR as they can perceive and estimate the culture of the corporate (Wang & Chen, 2022). Choi et al. (2020) agree that job seekers rely on the signal release from organizations to determine whether the value of corporations is favourable to pursuit. The signaling theory helps the talents to evaluate the person-organization fit by providing the organization's value through CSR (Guzzo et al., 2022).

2.2 Review of the Literature

2.2.1 Dependent Variable: Job Pursuit Intention

Job Pursuit Intention is described as intent of job candidates to diligently search for employment opportunity and undergo a job interview with organizations (Tarigan et al., 2020; Jaidi et al., 2011). Ikhida et al. (2020) and Highhouse et al. (2003) have similar opinions but further stated that job pursuit intention is the desire to pursue employment with an employer who displays the applicant's tenacity, interest, and readiness to apply for an employment post with certain organization and acquiring invitation offers and accepting the employment offer. However, Susilo et al. (2022) pointed out that the decision to apply for a job is entirely up to everyone to decide on and pursue at any organization as a work destination whereas Hoang et al (2020) and Chapman et al. (2005) indicates that job pursuit intention is the candidate's intent or willingness to take part or stay in the group of applicants without committing job.

According to Song et al. (2024) and Zainee and Puteh (2020), Malaysian organizations face numerous obstacles in the fight for expertise and retaining employees among industries. The major difficulties concerning managing talent encountered by the organization are due to brain drain, undesirable salary and incentives programs, lack of job prospects, unpleasant working environments or cultures and lack of organizational image (Ong et al., 2022; Mohammed et al., 2021; Song et al., 2024). Nevertheless, in an ever-more competitive global market,

recruiting top talent is an important challenge for organizations (Choi et al., 2020). Hence, efficient recruitment measures should be considered more actively. Hoang et al. (2020) and Williamson et al. (2003) claimed that improving job applicants' job pursuit intention is a crucial component of an effective recruitment strategy. The reason is that employees will be more driven to join the organization if they find that the job matches their interests and fulfils their requirements. Thus, organizations should better understand the intentions of job seekers (Hoang et al., 2020).

Based on research, though university students (Generation Z) possess certain similarities with Millennials, for instance, having a strong entrepreneurial spirit, cherishing work-life balance, and wanting to lead, they act distinctively in response to major events (Schroth, 2019; Gabrielova & Buchko, 2021). As they are a newer generation in the labour market, hence, research on their impact on the workplace is still limited (Chillakuri (2020). Previous research proves that university students have their expectations for employment prospects (Ngoc et al., 2022). They prioritize quality of work life, frequent feedback from supervisors, and technological and interpersonal interactions. Furthermore, they are also drawn to organizations that engage heavily in CSR activities (Sun et al., 2022; Cyfert et al., 2021; Ariker & Toksoy, 2017). Hoang et al. (2020) added that salary, work-life balance, CSR, career development and social life were the most important determinants influencing job seekers' intentions. Therefore, it is critical to study the reasons on job seekers join a certain organization and the determinants that influence job pursuit intention. Organizations must also adapt to the trend effectively to attract university students and maintain competitiveness.

2.2.2 Independent Variable: Salary

Salary is the amount of money that employers pay to their employees periodically, and it is an important income for the public to fulfil their living needs. Salary is a

reward for the employee's commitment to the organization's goals with their manpower and services (Hijuzaman et al., 2022; Abu Hassan Asaari et al., 2019; Ugwu & Mercy, 2022). The investment towards employees from the employee represents the employees' value and respect towards the knowledge and techniques (Tran & Smith, 2019; Schlechter et al., 2014). Most undergraduate students have undervalued their salary in the workplace and have a huge difference with a market value of around 20% (Conlon, 2021). Lyons and Zhang (2022) found that salary transparency can prevent unfairness in salary payments in the workplace which may increase job satisfaction.

Besides, salary is considered the privacy of employees, and disclosing the salary with the name of an individual by the company is strongly opposed by existing employees (Cullen & Perez-Truglia, 2023; Scheller, 2021). Learning the trends of salary is not only for those who receive a salary to make sure they are fairly paid but also helps employers or organizations to be competitive in attracting talent (Chen et al., 2024).

Salary is the first condition job seekers will consider when applying for a job. Early entrants to the labour market will prefer higher income whereas those in the exploring stage may emphasize the higher salary (Dutta et al., 2019; Heather et al., 2024). The organization may lose talent by offering low salaries while employee turnover can be reduced by increasing salaries (Muhammad et al., 2020; Ohara et al., 2021). Therefore, organizations may offer a higher salary to attract job seekers to apply for jobs (Heather et al., 2024). Moreover, ambiguous salary information provided to job seekers will affect their job pursuit intention towards the organization (Hoang et al., 2020; Verwaeren et al., 2017).

KroczeK and Späth (2022) found that the correlation between salary and job attraction is conflict based on the occupation. Although salary has a significant impact on job selection, some employees are willing to give up income advantages to seize better working opportunities. Thus, salary significantly

impacts job choice but is not the dominating issue. Furthermore, a study found that the brain drain of high-education researchers is more concerned with research conditions rather than higher salaries (Jürgen et al., 2019). According to Fairfax, Blau, and Hill (2023), there are 23% willing to give up a higher salary to pursue a meaningful job, and 60% of the employees willing to work feasibly rather than pursue a higher salary. Abdul (2018) also discovered that even though salary significantly impacts job pursuit intention, other issues such as challenges, career development, and opportunities will have a greater impact on job seeker's decisions.

Researchers recognize that employees' preferences change as they progress through the various stages of their careers and pay has a crucial influence on job pursuit intention for job seekers in the maintaining phase (Dutta et al., 2019). There is a positive impact of compensation on job pursuit intention, but no specific salary is mentioned (Hoang et al., 2020).

2.2.3 Independent Variable: Quality of Work Life

According to Tarigan et al. (2020), quality of work life may be defined as the circumstance in which individuals are able to satisfy their requirements through their performance at work while also achieving the organization's goals. The authors stated that quality of work life encompasses employees' needs such as needs for economic status, family, social circles, confidence, health, security, knowledge, appearance and self-actualization. Tho et al. (2014) and Tarigan et al. (2020) stated that quality of work life is employee's well-being whereas another study defined quality of work life as the satisfaction of employees' requirements gained through their engagement in the working environment and accomplishing their daily activities (Lee et al., 2015). However, in their study, the authors proposed that there are only three types of employee requirements that must be met which are survival, belonging, and knowledge needs.

Ogunola (2022) has a similar perspective where the author indicates that quality of work life refers to the combination of material and non-material values gained by an employee over his time in an organization as compensation for his efforts toward accomplishing organizational goals. Hence, quality of work life reflects the amount of happiness, drive, participation and dedication that individuals have in their careers. The author further stated that it is the extent to which individuals meet their basic personal needs while working with the organization (Ogunola, 2022). Quality of work life addresses a variety of work-related aspects which involve compensation, autonomy, career opportunities, workplace interactions, corporate culture, secure employment and fringe benefits. Therefore, the author suggests that companies should endeavour to implement company-wide structures that will provide employees with a sense of safety, community, accountability, independence and esteem in their accomplishments to attract job seekers' intention.

Additionally, Hoang et al. (2020) and Dabirian et al. (2017) prove that quality of work life referring to a suitable balance between work and family, allows employees to operate in harmony with all their multiple identities. Kumari and Saini (2018) have the same viewpoint where they defined quality of work life as employee benefits which are classified as indirect extrinsic compensation with three categories. For instance, safeguarding plans, employee services and time-related incentives. Based on Firfiray and Mayo (2017), Hoang et al. (2020) and Kumari and Saini (2018), quality of work life includes perks such as elderly support, wellness initiatives, flexible time or schedule and child-related regulations. They continue to clarify that, based on the quality of work-life standards and policies offered by the organization, individuals seeking employment will have a high expectation that the employer will help them if they are facing difficulties reconciling their work and non-work lives (Hoang et al., 2020). Thus, it motivates them to pursue employment with the company. Employees who are distracted by the quality of work-life policies, on the other

hand, face a variety of challenges, including absenteeism, productivity decline, and disengagement.

Based on previous research, Mazlan et al. (2018) found that prior studies on quality of work life have mostly focused on different types of industries and worker groups. When Kumari and Saini (2018) studied the factors influencing job pursuit intention among engineering and management students in India, the authors discovered that offering career advancement is the most significant variable with the greatest effect on job pursuit intention followed by quality of work life with an intermediate impact (Hoang et al., 2020). Hence, we will study the viewpoints of students as there has been limited study on this group.

2.2.4 Independent Variable: Corporate Social Responsibility (CSR)

Corporate social responsibility (CSR) is defined as caring for the environment and other stakeholders' well-being as well as creating value for the company simultaneously (Choi, 2020). Organizations implement CSR through their policies and actions in order to improve and facilitate the social good and the expectations of stakeholders (Wang and Chen, 2022). In short, CSR can be defined as any helping behaviour (Choi, 2020) as well as a company's behaviour towards its social and stakeholder duties (Wang et al., 2023). In 1991, Carroll's pyramid of CSR was established, which consists of economic, legal, ethical, and philanthropic responsibilities that are sorted from bottom to top. The companies were recommended to implement CSR by following the pyramid layer (Carroll, 2016). Although thirty-three years have passed, there are still many researchers who have adopted this pyramid to conduct their studies (Truong, 2019; Hoang et al., 2020). However, Moorthy et al. (2016) have utilized five dimensions of CSR, which add in a dimension called environmental responsibility based on Carroll's pyramid.

The increasing recognition of company responsibilities by various stakeholder groups has caused CSR to become a trending topic in business research nowadays (Guzzo et al., 2022). Companies with active CSR activities are able to attract more job hunters, and it can be summarized that CSR will positively influence job pursuit intention (Choi, 2020; Wang and Chen, 2022). This research has led to organizations around the world concentrating more on providing social contributions. Besides, Guzzo et al. (2022) also suggested that instead of the common factors of job intention, such as salary and job location, companies are more willing to invest in CSR activities to attract more employees. Moreover, Dwidienawati et al. (2021) have shown that a high proportion of generation Z university students in Indonesia prefer organizations that promote sustainability during job selection. It is because they are a highly educated generation and grew up in the globalization area, which leads them to be more concerned about social and environmental issues. Hence, the job pursuit intention of current university students as well as generation Z is also positively affected by CSR.

A great deal of research, like that by Islanova et al. (2024), Josua (2020), and Ikhida (2021), found that there is a positive linkage between CSR and job pursuit intention. Despite this, some of the studies have negative results on this relationship. For instance, Dyah et al. (2024) declared that there is no relationship between CSR and job pursuit intention among Generation Z in Indonesia. Furthermore, Hoang et al. (2020) found that economic, legal, and ethical responsibilities have a significant impact on job pursuit intention, except for philanthropic responsibility. However, the study by Moorthy et al. (2016) using the same dimensions as Hoang, showed that there is only ethical responsibility has no significant effect on job pursuit intention.

Although much research has proven that CSR could make a company more attractive to job hunters, inconsistent results have remained. The research gap on the correlation between CSR and job pursuit intention is necessary to fill.

2.3 Proposed Conceptual Framework

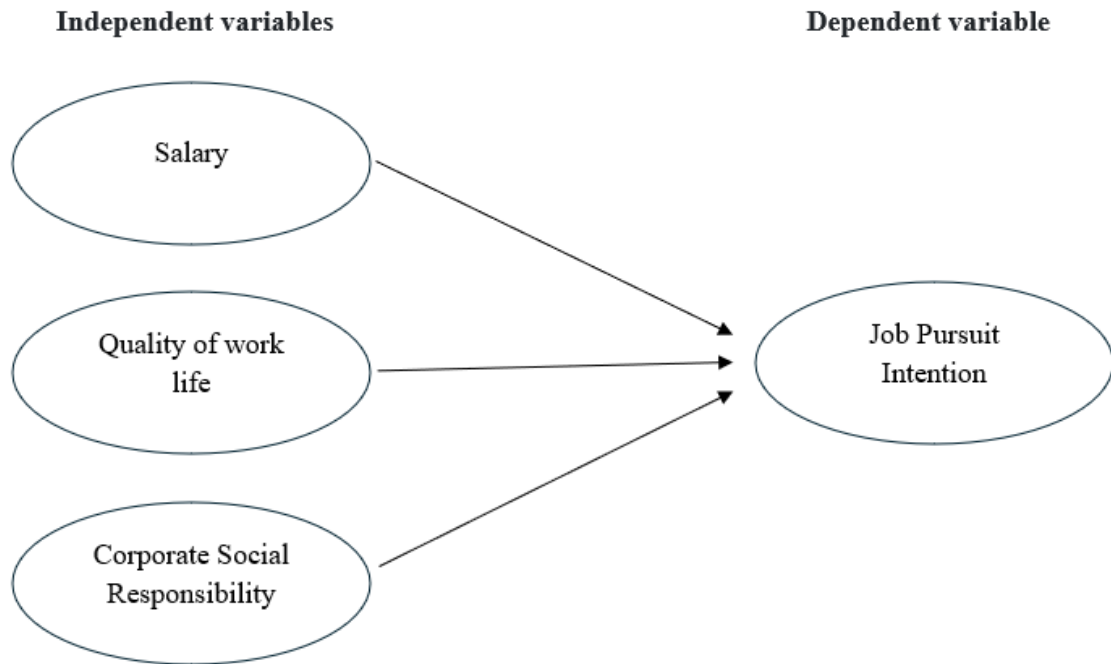


Figure 2.1 Proposed Conceptual Framework

According to previous research, numerous factors will influence job pursuit intention of job candidates. Nonetheless, salary, quality of work life and CSR have been adopted as the main determinants examined in this study. Figure 2.1 depicts the conceptual framework that we proposed to lay the foundation for our research. It has been created following careful consideration of the research objectives and a brief of the literature. It allows us to better understand the variables in our study and shows the influence of independent variables (salary, quality of work life and CSR) on dependent variables (job pursuit intention).

2.4 Hypotheses Development

2.4.1 Salary and Job Pursuit Intention

Ugwu & Mercy (2020) stated that salary is the monetary compensation given to employees for their efforts. Previous research has found that salary and incentives are believed to be the most important aspects of students' job choice and are considered critical determinants in determining job pursuit intention (Hoang et al., 2020) because salary is an effective way to retain and motivate individuals, leading to increased attraction and retention. Consequently, organizations may offer a greater salary to motivate job seekers to join their company. On the contrary, Muhammad et al. (2020) stated that organizations will lose potential employees by paying low salaries. Mohammed (2018) carried out a study to investigate students' intentions to enter Malaysian hotel organizations and discovered there is a strong impact on salary and incentives and intention to join the hotel industry. Likewise, Dutta et al. (2019) discovered that salary had a positive effect on the job pursuit intention of job seekers at all career stages. These results show that salary has a positive effect on job pursuit intention. Thus, we proposed the following hypothesis.

H1: Salary has a positive impact on job pursuit intention among private university students in Malaysia.

2.4.2 Quality of Work Life and Job Pursuit Intention

Job pursuit intention is defined as the desire of a potential applicant to join an organization and accept the job offer (Tarigan et al., 2020). Quality of work life will have an impact on an individual's perception when they become prospective employees. This is because employees will be more driven to execute their day-to-day allocated tasks, not just to earn their wages but also to meet their own needs. When their personal needs are met, it leads to a better quality of work life (Tarigan et al., 2020). Previous studies have shown that quality of work life has a

positive correlation with job pursuit intention. For instance, Catanzaro et al. (2010) found that individuals prefer to work in a supportive organization, even if they are receiving lower pay, as they believe that working in a pleasant environment allows them to balance work and life without sacrificing their personal time. Besides that, based on Sharma and Prasad (2018), the authors also found that quality of work life has a significantly affect job pursuit intention. Lastly, more recent evidence from the study of Sánchez-Hernández et al. (2019) found that organizations that offer quality work life are more desirable to younger generations. Hence, the hypothesis is proposed below.

H2: Quality of work life has a significant influence on job pursuit intention among private university students in Malaysia.

2.4.3 Corporate Social Responsibility and Job Pursuit Intention

Based on signaling theory, CSR is a highly desirable standpoint for job seekers as it reflects a company's values, norms, company standards, and working environments (Hoang et al., 2020). Tarigan et al. (2020) claimed that CSR may be an effective talent recruiting technique for organizations that seek to attract job seekers. This is due to the fact that CSR efforts for the improvement of society may be considered a vital signal for job seekers to evaluate potential employers, providing them with an idea of circumstances to expect after being recruited (Wang & Chen, 2022). Thus, organizations should focus more on CSR initiatives as they help to create a competitive edge in recruiting talents (Hoang et al., 2020). According to Dawkins et al. (2016), the authors found that CSR affects the job pursuit intention of Lebanese, Chinese, and American undergraduate students. Furthermore, Moorthy et al. (2017) have carried out research on the 'Influence of CSR in job pursuit intention among prospective employees in Malaysia' to determine how CSR dimensions (environmental, philanthropic, legal, ethical and workplace economic) affect job pursuit intention. Based on these studies, the

researchers concluded that CSR will significantly influence job pursuit intention. Therefore, the hypothesis is formulated as below.

H3: CSR has a significant impact on job pursuit intention among private university students in Malaysia.

2.5 Chapter Summary

Chapter 2 discusses the underlying theories, recap of literature, conceptual framework and hypotheses development of the study. We understand the critical impact of independent variables (salary, quality of work life and CSR) on dependent variables (job pursuit intention). In the next chapter, we will describe the methodology conducted on the topic.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Chapter 3 outlines the study methodologies and data collection process in order to enable further decision-making and eventually achieve the research objectives. The primary and secondary data will be utilized to obtain data.

3.1 Research Design

Research design means the approach to answering your research questions (Grand Canyon University, 2023). It is split into qualitative research and quantitative research. Quantitative research focuses on numerical data collection and analysis (Grand Canyon University, 2023). The study will use quantitative research. The main tool for quantitative research is a questionnaire with closed-ended questions. The 5-point Likert scale is included in the survey as an option for respondents.

3.2 Data Collection Methods

Data collection is a method of obtaining and assessing reliable data from many sources to find alternatives for research problems, probabilities, patterns and others to examine prospective consequences (Simplilearn, 2024a). In this investigation, we utilize both primary and secondary data for data collection.

3.2.1 Primary data

Primary data refers to the acquisition of original data from the source or through direct engagement with the target audience (Simplilearn, 2024a). This approach enables researchers to receive direct information that is matched with the research objectives. In this study, the questionnaire was created to understand the general features or viewpoints of a group of students and will be used as the primary data collection technique to spread to the target audience through Google Forms.

3.2.2 Secondary data

Secondary data collection is the process of utilizing existing information for reasons other than its original objective (Simplilearn, 2024a). Researchers will examine and evaluate the data to obtain relevant information. In this research, most of the studies gathered information from secondary sources such as journal papers, online articles, reports and published research.

3.3 Sampling Population

3.3.1 Target Population

The target population is a particular group of people within a population that aligns with the research topic (Willie, 2023). This study aims to investigate the job pursuit intention among private university students in Malaysia. We will consider all undergraduate students from private universities in Malaysia as our target population.

3.3.2 Sampling Frame and Sampling Location

The sampling frame is the boundaries set for selecting a group of samples from the population (Welser et al., 2020) where the sampling location is the selected geographical location selected to distribute the questionnaire. In this study, we will narrow down the research area. The sampling frame of this study is the undergraduates from a private university in Perak. Besides, the study will focus on three private universities in Perak, which are Universiti Tunku Abdul Rahman (UTAR), Tunku Abdul Rahman University of Management and Technology (TARUMT), and Universiti Teknologi PETRONAS (UTP). These three private universities are chosen because of their reputation and top performance (Uni Enrol, 2024; Universiti Teknologi Petronas, n.d.; Universiti Tunku Abdul Rahman, n.d.). The talents produced by these outperforming universities should be focused on, especially their intentions to pursue a job.

3.3.3 Sampling Elements

The sampling element represents the unit or case that will be measured in the study. Sampling elements are the respondents to the questionnaire. The relevant respondents to this study are the undergraduates from Universiti Tunku Abdul Rahman (UTAR), Tunku Abdul Rahman University of Management and Technology (TARUMT), and Universiti Teknologi PETRONAS (UTP).

3.3.4 Sampling Technique

Sampling techniques can be classified into nonprobability and probability sampling techniques. The nonprobability sampling techniques included quota,

judgmental, convenience, and snowball sampling, whereas probability sampling techniques consisted of systematic, simple random, cluster, stratified, and other sampling approaches (Tuovila, 2024). The convenience sampling approach is utilized due to the large population in this study.

3.3.5 Sampling Size

The sample size determines the size of the study or the number of individuals to observe (Coursera, 2023). Sampling size can reflect the target population precisely. We collected the undergraduate students' numbers from the universities' official websites. Table 3.3 shows the total number of undergraduate students at three universities:

Table 3.1:

Sampling population

Target University	Location	Total number of undergraduate students	Estimated respondents
Universiti Tunku Abdul Rahman (UTAR)	Kampar, Perak	10,673	251 [375*(10,673/15,973)]
Tunku Abdul Rahman University of Management and Technology (TARUMT)	Kampar, Perak	1,300	30 [375(1,300/15,973)]
Universiti Teknologi PETRONAS (UTP)	Seri Iskandar, Perak	4,000	94 {375*(4,000/15,973)}
Total		15,973	375

According to Krejcie and Morgan's Table (Table 3.2), 15,973 of the total population should collect 375 respondents for the study. We estimate that there are 251 respondents, 30 respondents, and 94 respondents in UTAR, TARUMT, and UTP, respectively.

Table 3.2:

Krejcie and Morgan's Table

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note. From Krejcie & Morgan (1970)

3.4 Research Instrument

3.4.1 Questionnaire

A questionnaire is used as a research instrument in this study. It includes various questions in order to collect information about the research topic from respondents. A questionnaire can gather information rapidly and efficiently (McLeod, 2023). The questionnaire for this study consists of four sections. In Section A, the question of respondents' personal details is addressed. For example, the university that they study, gender, age, and ethnicity group. Then, Sections B, C, and D consist of questions regarding the independent variables (salary, quality of work life, and CSR), and they have 19 questions in total. The six questions in Section E are related to the dependent variable, the job pursuit intention among the respondents. Besides, as mentioned before, a 5-point Likert scale is utilized in Sections B, C, D, and E. Respondents can use it to address how much they agree or disagree with an argument (Sullivan & Artino, 2013).

3.4.2 Pre-Test

The questionnaire has been validated before distributing to the target respondents.

3.4.3 Pilot Test

A pilot test refers to a tiny and preliminary test before a full-scale research project. It helps to examine the study's research methods and discover any possible problems that may arise in the study. It can also improve the feasibility of the study (Smerika, 2024). A pilot test was conducted from 26 August 2024 to 27 August 2024. During these two days, we received 33 sets of responses at Universiti Tunku Abdul Rahman (Kampar Campus). The collected data were used to conduct the reliability analysis through SPSS 29.0.

3.5 Constructs Measurement

3.5.1 Scale of Measurement

Based on Unsw (2023), measurement scales define and categorize variables created by psychologist Stanley Stevens which consist of four levels of measuring scales such as nominal, ordinal, interval and ratio. However, only three levels scales of measurement were utilized in this investigation, which are the ordinal scale, nominal scale and interval scale.

3.5.1.1 Nominal Scale

Based on Bhat (2024), the nominal scale is a scale that groups variables without the use of quantitative value or hierarchy. It is the easiest scale among other measuring scales. Additionally, a nominal scale is a measuring scale in which variables are merely 'named' or labelled without any order. Therefore, Section A uses a nominal scale to assess the demographic data such as current university studied, gender and ethnic group in this study.

3.5.1.2 Ordinal Scale

Ordinal scale is the second category of measurement that reports the order and rank of data without determining the degree of variance among variables (Bhat, 2023). It outlines and explains the significance of a variable, allowing surveyors to swiftly analyze the degree of agreement on the stated sequence of variables (Admin, 2024). According to Bobbitt (2021b), age would be considered an

ordinal variable if the potential values follow a natural sequence. Therefore, the age group was determined using an ordinal scale in this study.

3.5.1.3 Interval Scale

Bhat (2024) suggested that the interval scale is a quantitative measuring tool that has order, meaningful and equal disparities across variables, and the existence of zero is imprecise. It is used to measure variables that exist on the same scale. Likert scale refers to a rating scale system that is categorized as an interval scale that is employed in questionnaires to assess the target audience's attitude, perceptions or opinions. Hence, this scale is applied in Sections B, C, D, and E to measure the dependent variables and independent variables.

3.5.2 Origin of Construct

Table 3.3:

Summary of Questionnaire's Sources

Variables	Adapted from	Items
Independent Variable 1: Salary	Alanzeh et al. (2023)	3
	Estillore et al. (2024)	1
	Masri et al. (2024)	1
	Scott et al. (2020)	1
Independent Variable 2: Quality of Work Life	Matzler et al. (2004)	4
	Sirgy et al. (2001)	3
Independent Variable 3: Corporate Social Responsibility	Turker (2009)	6
Dependent Variable: Job Pursuit Intention	Aiman-Smith et al. (2001)	6

3.5.3 Questionnaires Designing

The questionnaire includes five sections, which are Section A, B, C, D and E. Section A relates to the demographic data; thus, personal information of targeted audiences is collected in this section. Section A contains a total of four questions. The nominal scale measures the current university studied, as well as gender and ethnic group, while the ordinal scale measures age.

Sections B, C, and D contain 19 questions about the selected determinants, which are salary, quality of work life, and CSR. In this section, an interval scale is applied as a measuring scale, and the question is designed using a Likert scale. Target audiences must select a level from 1 to 5 that reflects their perspective, with 1 indicating "Strongly Disagree," 2 indicating "Disagree," 3 indicating "Neutral," 4 indicating "Agree," and 5 indicating "Strongly Agree."

Lastly, Section E includes six questions on the dependent variable, which is job pursuit intention. A similar measurement scale is employed, known as the interval scale or Likert scale. The scale ranges from 1 to 5 as well with 1 indicating "Strongly Disagree," 2 indicating "Disagree," 3 indicating "Neutral," 4 indicating "Agree," and 5 indicating "Strongly Agree."

3.6 Data Processing

After collecting questionnaire data, the data processing should be conducted. This is because the collected data is raw and unable to get results. Data processing can translate the collected raw data into usable information (Olaitan, 2024). The computer software SPSS 29.0 will be utilized to process the data.

3.6.1 Data Checking

We will perform data reviewing for the initial stage of data processing. It helps to assure the accuracy and integrity of the questionnaire data before it is used (Awati & Kerner, 2024). Hence, the questionnaire's validity and reliability can be improved.

3.6.2 Data Editing

Then, data editing is conducted as the second step. It is the process that reviewing and adjusting questionnaire data to improve the quality of the particular data (United Nations, 1994). By this step, the detected errors in data checking can be resolved.

3.6.3 Data Coding

Data coding refers to assigning a word or short phrase to a data (Linneberg & Korsgaard, 2019). The questionnaire data will be assigned the numerical code and input into SPSS 29.0. The data from Section A is coded as shown in Table 3.4.

Table 3.4:

Coding of Demographic Questions in Section A

1.	Which universities do you come from?	“Universiti Tunku Abdul Rahman (UTAR)” = 1 “Tunku Abdul Rahman of University Management and Technology (TARUMT)” = 2 “Universiti Teknologi PETRONAS (UTP)” = 3
2.	Gender	“Male” = 1 “Female” = 2
3.	Age	“≤ 20” = 1 “21-25” = 2 “26-30” = 3 “≥ 31” = 4
4.	Ethnic group	“Malay” = 1 “Chinese” = 2 “Indian” = 3 “Other” = 4

For Sections B to E, the options of each question are according to a 5-point Likert scale, and they are coded as Table 3.5.

Table 3.5:

Coding of 5-point Likert scale

“Strongly Disagree”	1
“Disagree”	2
“Neutral”	3
“Agree”	4
“Strongly Agree”	5

3.6.4 Data Transcribing

Data transcribing is the ultimate step of data processing. It can draw a conclusion for the questionnaire data by changing the raw data into understandable data (Sonix, 2023).

3.7 Data Analysis

3.7.1 Descriptive Analysis

Descriptive analysis summarizes data using mean, median, and other indexes (Mishra et al., 2019) as well as visual diagrams like histograms and box plots (Kaliyadan & Kulkarni, 2019). The study's results will be shown in the form of mean, standard deviation, frequency, and percentage. Besides, the pie charts are created to indicate data from Section A.

3.7.2 Reliability Analysis

Reliability is to measure the consistency of statistics. It is essential to carry out this analysis because it implies that the results of the study can be trusted (Bobbitt, 2021a). The Cronbach's alpha coefficient is the usual tool to conduct reliability tests. The table 3.6 shows the range of reliability based on Cronbach's alpha coefficient:

Table 3.6:

Cronbach's Alpha Rule of Thumb

Cronbach's Alpha	Reliability Level
More than 0.90	Very Good
0.80-0.89	Good
0.70-0.79	Be accepted
0.60-0.69	Doubtful
0.50-0.59	Bad
Less than 0.50	Not acceptable

Note. From Wiwi et al. (2017)

Table 3.7:

Result of Reliability Test for Pilot Test

Variables	Cronbach's Alpha	Reliability Level
Salary	0.753	Be accepted
Quality of Work Life	0.877	Good
Corporate Social Responsibility	0.805	Good
Job Pursuit Intention	0.828	Good

Table 3.7 shows the results of the reliability test for the pilot test. The Cronbach's alpha values of these four variables are above 0.7, which is considered a reliable scale.

3.7.3 Inferential Analysis

Inferential analysis uses statistical approaches to extrapolate data from a smaller population to a broader population (Masud, 2024). It enables researchers to

develop conclusions, determine hypotheses, and make forecasts about populations even if it is impractical or unfeasible to examine the full population directly (Simplilearn, 2024b). There are five inferential analysis such as Chi-square, Multiple Linear Regression Analysis, One-way ANOVA, T-test, and Pearson Correlation Coefficient. Since Multiple Linear Regression analysis is used to determine the link between two or more independent variables and a dependent variable (Ashfaq et al., 2022), it was used in this investigation to examine the impact of the independent variables (salary, quality of work life and CSR) on the dependent variable (job pursuit intention). The following is the formula for multiple linear regression.

$$JPI = \beta_0 + \beta_1 SL + \beta_2 QWL + \beta_3 CSR + \mu$$

Where:

JPI = Job pursuit intention

SL = Salary

QWL = Quality of work life

CSR = Corporate social responsibility

μ = error item

3.8 Chapter Summary

In a nutshell, the details of the study method of this research are shown in Chapter 3. Before the main study, a pre-test and a pilot test were conducted. The undergraduate students from UTAR, TARUMT, and UTP will receive three sets of surveys. Then, the collected data will be processed through descriptive and inferential analysis.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

Chapter 4 will show the research results, which include whether the salary, quality of work life and CSR will positively influence the job pursuit intention of private university students in Malaysia. The results are generated by Multiple Linear Regression Analysis using SPSS software. This chapter will also present the descriptive analysis of the respondents and variables, along with the scale measurement.

4.1 Descriptive analysis

The researchers conducted a descriptive analysis to obtain numerical data. The results will be shown in a table or chart for the readers. There are 395 responses from the research questionnaire that are used for research findings.

4.1.1 Respondent Demographic profile

There are four questions in Section A of the questionnaire, which comprise the respondent's university studies, gender, age, and ethnic group.

4.1.1.1 University Attended

Table 4.1:

Statistics on Universities Attended by Respondents

University	Frequency	Percent	Valid Percent	Cumulative Percent
------------	-----------	---------	---------------	-----------------------

Universiti Tunku Abdul Rahman (UTAR)	256	64.80	64.80	64.80
Tunku Abdul Rahman University of Management and Technology (TARUMT)	35	8.90	8.90	73.70
Universiti Teknologi PETRONAS (UTP)	104	26.30	26.30	100.00
Total	395	100.00	100.00	

Note. Data generated from IBM Statistical Package of Social Science (SPSS)

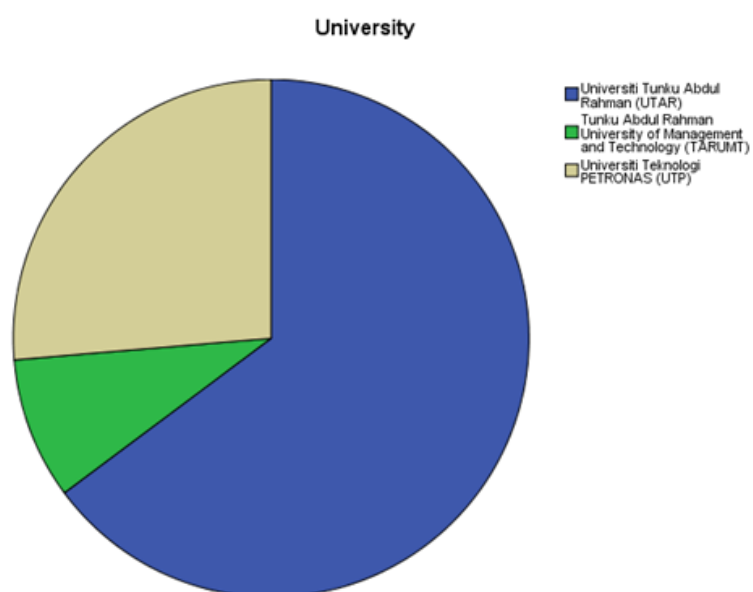


Figure 4.1 Statistics on Universities Attended by Respondents

Table 4.1 and Figure 4.1 show that there are 395 respondents out of 256 respondents who study at UTAR (64.80%), while 35 respondents (8.90%) are from TARUMT, and 104 respondents (26.30%) are from UTP.

4.1.1.2 Gender

Table 4.2:

Statistics of Respondent's Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	186	47.10	47.10	47.10
Female	209	52.90	52.90	100.00
Total	395	100.00	100.00	

Note. Data generated from IBM Statistical Package of Social Science (SPSS)

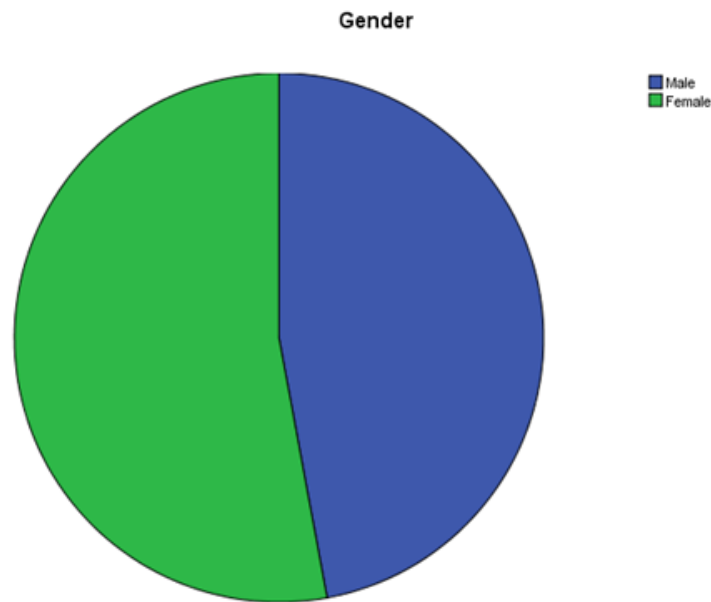


Figure 4.2 Statistics of Respondents' Gender

There is a majority of females in our respondents, which includes 209 female respondents (52.90%). On the other hand, there are 186 male respondents with a proportion of 47.10%.

4.1.1.3 Age

Table 4.3:

Statistics of Respondent's Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
≤ 20 years old	193	48.90	48.90	48.90
21-25 years old	201	50.90	50.90	99.70
26-30 years old	1	0.30	0.30	100.00
≥ 31 years old	0	0	0	0
Total	395	100.00	100.00	

Note. Data generated from IBM Statistical Package of Social Science (SPSS)

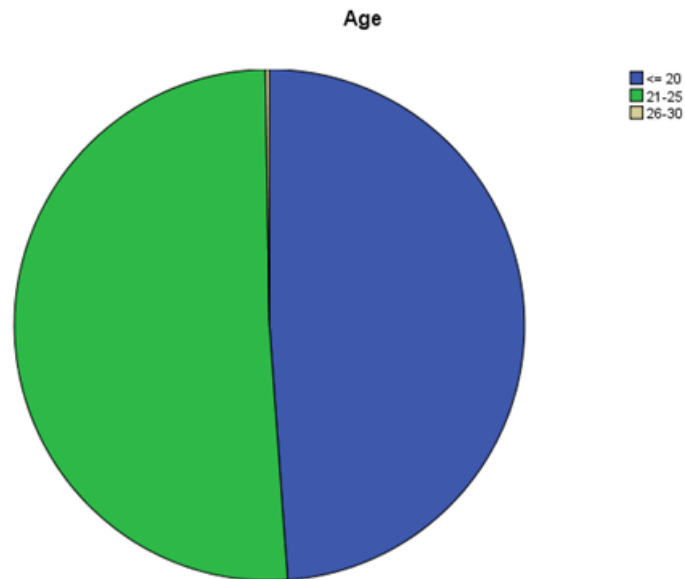


Figure 4.3 Statistics of Respondents' Age

There are 193 respondents (48.90%) who are 20 years old and below, while 201 respondents are between 21 and 25 years old (50.90%). Furthermore, there is only

one respondent who is between 26 and 30 years old (0.30%) and no respondent is 31 years old and above (0%).

4.1.1.4 Ethnic Group

Table 4.4:

Statistics of Respondent's Ethnic Group

Ethnic Group	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	68	17.20	17.20	17.20
Chinese	291	73.70	73.70	90.90
Indian	18	4.60	4.60	95.40
Other	18	4.60	4.60	100.00
Total	395	100.00	100.00	

Note. Data generated from IBM Statistical Package of Social Science (SPSS)

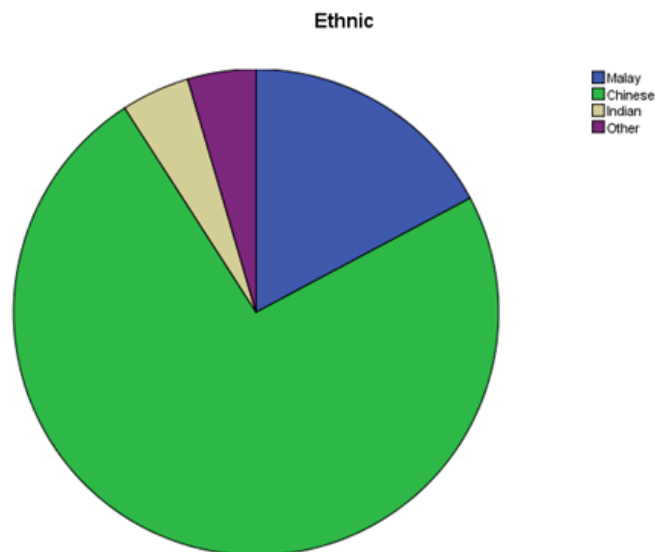


Figure 4.4 Statistics of Respondents' Ethnic Group

The portion of respondents' ethnic group is shown in Table 4.4 and Figure 4.4. There are 68 Malay respondents (17.20%), 291 respondents (73.70%) are Chinese, 18 Indian respondents (4.60%), and 18 respondents (4.60%) are from other ethnic groups, including Dusun and Kadazan.

4.1.2 Central Tendencies Measurement of Constructs

Table 4.5:

<i>Central Tendencies Measurement of Constructs</i>			
Variable	Sample Size, N	Mean	Standard Deviation
Salary Average	395	3.7447	0.7536
Quality of Work Life Average	395	4.0477	0.7285
Corporate Social Responsibility Average	395	3.9148	0.7545
Job Pursuit Intention Average	395	3.9878	0.7048

Note. Data generated from IBM Statistical Package of Social Science (SPSS)

Table 4.5 indicates that quality of work life and job pursuit intention have high mean values, which are 4.0477 and 3.9878. CSR also has a high mean value of 3.9148, followed by salary with the lowest mean value of 3.7447. Besides, the standard deviation values for all variables in this research are acceptable. CSR and salary have a near standard deviation value, which is 0.7545 and 0.7536, respectively. While quality of work life has a standard deviation value of 0.7285, followed by job pursuit intention with the value of 0.7048.

4.2 Scale Measurement

Table 4.6:

Cronbach's Alpha Reliability Test Result

Variable	Cronbach's Alpha Value	Number of Item
Salary	0.845	6
Quality of Work Life	0.899	7
Corporate Social Responsibility	0.904	6
Job Pursuit Intention	0.877	6

Note. Data generated from IBM Statistical Package of Social Science (SPSS)

Table 4.6 illustrates that salary, quality of work life, and job pursuit intention are good reliability as their alpha value are between 0.80 and 0.89. Furthermore, Cronbach's Alpha Value of CSR is 0.904, which is excellent reliability according to Cronbach's Alpha Rule of Thumb. To sum up, the research questionnaire is highly reliable.

4.3 Inferential Analysis

4.3.1 Multiple Linear Regression Analysis

This research utilizes multiple linear regression analysis to predict whether the salary, quality of work life, and CSR affect job pursuit intention.

Table 4.7:

Multiple Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.757 ^a	0.574	0.57	0.46202

a. Predictors: (Constant), CSR Average, Salary Average, Quality Average

Note. Data generated from IBM Statistical Package of Social Science (SPSS)

R-value

R refers to the relationship between the independent variables and the dependent variable. The R-value of the research model is 0.757, showing a strong relationship between the independent variables (salary, quality of work life, and CSR) and job pursuit intention. This suggests that when the independent variables are high, job pursuit intention among private university students is high as well.

R square

R square shows how well the independent variables can indicate the variation in the dependent variable in a regression model. When the R square range is 1, it illustrates that the model and the data are perfectly fitted (Fernando, 2024). According to the data, there is 57.4% of the job pursuit intention's variation is explained by salary, quality of work life, and CSR. The remaining 42.6% may be explained by other factors such as organizational reputation, person-organization fit, and job attributes (Dutta et al., 2019; Boğan et al., 2020; Ahamad et al., 2022).

Table 4.8:

ANOVA^b Model Summary

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	112.281	3	37.427	175.331	0.00 ^a
	Residual	83.465	391	213		
	Total	195.746	394			

a. Predictors: (Constant), CSR Average, Salary Average, Quality Average

b. Dependent Variable: JPI Average

Note. Data generated from IBM Statistical Package of Social Science (SPSS)

The P-value explain the likelihood of achieving the observed outcomes. The statistical significance of the observed difference is enhanced as the P-value decreases (Beers, 2024). Table 4.8 shows the overall regression model is significant statistically with an F value of 175.331 and a P-value that is below 0.001. In a nutshell, the results conclude that at least one of the independent variables has a significant impact on job pursuit intention.

Table 4.9:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
		B	Std. Error	Beta	t		Tolerance	VIF
1	(Constant)	0.894	0.138	-	6.481	0.000		
	Salary	0.112	0.045	0.120	2.497	0.013	0.470	2.126
	Quality of Work Life	0.330	0.056	0.341	5.865	0.000	0.322	3.105
	Corporate Social	0.341	0.050	0.365	6.784	0.000	0.376	2.657

Responsibil
ity

a. Dependent Variable: JPI Average

Note. Data generated from IBM Statistical Package of Social Science (SPSS)

According to Table 4.9, salary, quality of work life, and CSR are strong predictors of job pursuit intention. This is due to the p-values for each independent variable being below 0.05.

Multicollinearity Test

The multicollinearity test determines whether the independent variables are highly linked with each other. If multicollinearity exists, the analysis result of the research may be imprecise (Hayes, 2024). The tolerance values of all independent variables are above 0.25, meaning that multicollinearity is not a concern (Corporate Finance Institute, 2024). Additionally, the VIF values of the independent variables in this study range between 1 and 5, suggesting that the variables are moderately correlated but still within an acceptable range (Hayes, 2024). To sum up, the results confirm that no multicollinearity issue in this research.

Multiple Linear Regression Equation

$$JPI = \beta_0 + \beta_1 SL + \beta_2 QWL + \beta_3 CSR + \mu$$

Where:

JPI = Job pursuit intention

SL = Salary

QWL = Quality of work life

CSR = Corporate social responsibility

μ = error item

$$\text{Job Pursuit Intention} = 0.894 + 0.112 (\text{Salary}) + 0.33 (\text{Quality of Work Life}) + 0.341 (\text{Corporate Social Responsibility})$$

Highest Contribution

Table 4.9 shows that CSR has the greatest contribution to the variation of job pursuit intention as the beta value is the highest (0.365) among the independent variables. It can be concluded that companies focusing on CSR initiatives can attract more private university students in Malaysia to work.

Lowest Contribution

Based on Table 4.9, salary has the lowest beta value, which is 0.120. The result indicates that salary has the smallest effect on job pursuit intention. Hence, private university students in Malaysia least prioritized salary as the requirement of a job.

4.4 Conclusion

Throughout this chapter, the research outcome was analyzed using SPSS software. It includes a descriptive study of respondents' demographic characteristics, and scale measurements for the reliability test of independent and dependent variables, followed by the inferential analysis to determine the influence of independent variables on the dependent variable. The hypothesis of this research is all accepted following the results of SPSS software. The research consequences will be deliberated and concluded in Chapter 5.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Introduction

Chapter 5 will outline and summarize the data analyzed in Chapter 4 and discuss the outcomes of data from SPSS. The implication of study in managerial is also listed in this chapter. Additionally, this chapter states the study's limitations from various perspectives and is followed by recommendations for future researchers to be aware of and refer to.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

Table 5.1:

<i>Descriptive Analysis Summary</i>			
	Variables	Frequency	Percentage (%)
Universities	Universiti Tunku Abdul Rahman (UTAR)	256	64.8
	Tunku Abdul Rahman University of Management and Technology (TARUMT)	35	8.9
	Universiti Teknologi PETRONAS (UTP)	104	26.3
Gender	Male	186	47.1
	Female	209	52.9
Age	20 and below	193	48.9
	21 – 25	201	50.9

	26 – 30	1	3
Ethnics	Malay	68	17.2
	Chinese	291	73.7
	Indian	18	4.6
	Other	18	4.6

Note. Developed for the research.

Table 5.1 shows a brief description of the demographic and personal characteristics of 395 respondents, demonstrating perspectives on components affecting the job pursuit intention of private university students in Malaysia. Most of the respondents (64.8%) were from Universiti Tunku Abdul Rahman (UTAR), followed by 26.3% from Universiti Teknologi PETRONAS (UTP) and 8.9% from Tunku Abdul Rahman University of Management and Technology (TARUMT). In terms of gender distribution, 52.9% are women and 47.1% are men. Besides that, the age distribution shows that 50.9% of respondents are between the ages of 21 and 25, 48.9% are between the ages of 20 and 24, and a minor percentage (3%) are between the ages of 26 and 30. Lastly, the majority (73.7%) of responses are Chinese, followed by Malays (17.2%), and both Indian and other ethnic groups account for 4.6% each.

5.1.2 Scale Measurement

Table 5.2:

Central Tendencies Measurement of Constructs

Variables	No. items	Cronbach's Alpha Value	Reliability
Salary (SL)	6	0.841	Good
Quality of Work Life (QWL)	7	0.899	Good

Corporate Social Responsibility (CSR)	6	0.904	Very Good
Job Pursuit Intention (JPI)	6	0.877	Good

Note. Developed for the research.

The reliability analysis based on Cronbach's Alpha values is used in the study to assess variables such as compensation, employment quality, CSR, and job pursuit intention. According to Table 5.2, the outcomes demonstrate that all variables have good to very good reliability. Salary, which consists of six components has a Cronbach's Alpha value of 0.841, illustrating good reliability whereas quality of work life with seven components, has a Cronbach's Alpha value of 0.899 which is also rated as good reliability. CSR has the greatest reliability among all the variables, with a Cronbach's Alpha value of 0.904, which is considered very good. Subsequently, Job Pursuit Intention measured with six items, has a reliability value of 0.877, indicating good reliability.

5.1.3 Inferential Analysis

5.1.3.1 Multiple Linear Regression Analysis

Table 5.3:

<i>Multiple Linear Model Summary</i>			
Variables	Standardized Coefficients	Sig.	R-Square
Salary (SL)	0.120	0.013	0.757
Quality of Work Life (QWL)	0.341	0.000	0.757

Corporate Social Responsibility (CSR)	0.365	0.000	0.757
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Note. Developed for the research.

The multiple linear regression analysis examines the connection between independent variables including salary, quality of work life, and CSR with the dependent variable, job pursuit intention. The standardized coefficients represent the relative contribution of each independent variable. CSR has the highest standardized coefficients (0.365), followed by quality of work life (0.341) and salary (0.120) which indicates that quality of work life and CSR have a stronger impact on job pursuit intention compared to salary. The significance values for quality of work life and CSR are 0.000, while salary is 0.013. This indicates that all three factors have significantly affect the dependent variable at 95% confidence level. The R-square value of 0.757 reveals that the independent variables contribute to 75.7% of the variance in the dependent variable, indicating a good model fit.

5.2 Discussions of Major Findings

Table 5.4:

<i>Statistical Findings Summary</i>			
Independent Variables	P-value	T-value	Remarks
Salary (SL)	0.013	2.497	Significant
Quality of Work Life (QWL)	0.000	5.865	Significant
Corporate Social Responsibility (CSR)	0.000	6.784	Significant

Note. Developed for the research.

5.2.1. Salary and Job Pursuit Intention

The statistical results show that salary is a crucial factor, with a p-value of 0.013. As the p-value is less than the alpha value of 0.05, hence, it shows that the salary will significantly impact job pursuit intention among Malaysian private university students. This finding correlates with previous study data that emphasizes the importance of salary in work satisfaction, employee retention, and job pursuit intention. Salary is a critical component of compensation that meets employees' financial needs and recognizes their contributions to the company (Hiwazaan et al., 2022; Abu Hassan Asaari et al., 2019). In addition, salary transparency improves the fairness of payment systems, which leads to higher job satisfaction (Lyons & Zhang, 2022). Mohammed (2018) conducted a study to analyze students' intentions to join Malaysian hotel organizations and discovered a critical relationship between salary incentives and intention to work in the hotel sector. This is because competitive salaries help organizations attract and retain talent because higher salaries are one of the primary characteristics job seekers examine when considering career opportunities (Dutta et al., 2019; Heather et al., 2024). Similarly, Dutta et al. (2019) discovered that salary had a favourable impact on job seekers' intentions across all career stages. The evidence reflects on our data, where salary significantly impacted job pursuit intention among private university students in Malaysia.

5.2.2 Quality of Work Life and Job Pursuit Intention

Based on the results, quality of work life is a significant factor, with a P-value of 0.000 which is below the alpha value (0.05). This illustrates that there is a crucial and positive impact on quality of work life to job pursuit intention among private

university students in Malaysia. The significance of quality of work life in this research is constant with past research, which emphasizes its involvement in employee well-being, job satisfaction, and organizational commitment. For instance, Tarigan et al. (2020) and Ogunola (2022) point out that quality of work life includes compensation, autonomy, career opportunities, workplace interactions and job security. These elements contribute to employee engagement and motivation, which in turn influences their intention to pursue a career. In addition, Hoang et al. (2020) and Dabirian et al. (2017) support the hypothesis that quality of work life has a substantial influence on employees' ability to manage their career and personal life, hence increasing job satisfaction and productivity. This is supported by Kumari and Saini's (2018) findings, which showed quality of work life as a key factor of job pursuit intention. This is because job seekers tend to seek organizations that provide advantages such as wellness initiatives, flexible working hours, and supporting policies, as these aspects will have a direct impact on their work-life balance and long-term career development. Aside from that, more supportive evidence is from the study of Sánchez-Hernández et al. (2019) which found that organizations that offer quality work life are more attractive to younger generations. This aligns with our results, which show that job pursuit intention among private universities in Malaysia is significantly affected by quality of work life.

5.2.3 Corporate Social Responsibility and Job Pursuit Intention

Based on the results provided in Table 5.4, the P-value (0.000) is lower than the alpha value (0.05), indicating a positive influence of CSR on job pursuit intention among private university students in Malaysia. The result corresponds with past research that highlights the growing significance of CSR in determining company reputation and employee attraction. Based on Wang and Chen (2022) and Choi (2020), companies that actively participate in CSR activities are able to attract job seekers. Furthermore, the finding is also supported by Guzzo et al. (2022)

who emphasize that organizations that adopt CSR initiatives attract more employees as job hunters emphasize ethical and social values nowadays when considering employers. Dwidenawati et al. (2021) also discovered that Generation Z university students in Indonesia choose companies that promote sustainability and social responsibility, showing a shift in job seekers' preferences for value-driven organizations as they are highly educated and grew up in a globalized area that led them to be more concerned about social and environmental issues. One of the most significant supports is the studies by Islamova et al. (2024) and Josua (2020) which found a strong correlation between CSR and job pursuit intention. Another significant support is the research done by Dawkins et al. (2016), where the authors discovered that CSR influences the job pursuit intention of Lebanese, Chinese and American undergraduate students. This is consistent with our findings, which show that CSR has a positive influence on job pursuit intentions among private university students.

5.3 Implications of the Study

5.3.1 Managerial Implications

This research focuses on the factors affecting job pursuit intention among private university students in Malaysia. This research may assist Malaysian organizations in understanding the factors affecting students' job pursuit intention as they enter the labour market in the future. This is due to the fact that salary, quality of work life, and CSR will increase their job fulfilment, which will enhance their efficiency and effectiveness in accomplishing their goals. By tackling these factors holistically, organizations may strengthen their employer brand, increase employee satisfaction, and gain a competitive advantage in attracting and retaining talented employees (Chopra et al., 2023; Azhar et al.,

2023). For example, organizations might provide competitive wages and create internship programs that foster early interactions with potential job seekers.

Furthermore, by understanding the factors affecting job pursuit intention among private university students, universities can better prepare students for the labour market and improve their employability by equipping them with the knowledge, skills, and industry exposure that they need to make informed career choices (Tomlinson, 2017). Universities can strengthen their collaborations with industries and companies by developing internship programs, career fairs, and social activities with companies that prioritize competitive salaries, work-life balance, and CSR (Du Plessis et al., 2024). This can provide direct pathways for students to secure jobs that match their career goals and bridge the gap between education and employment.

Data from our research bolstered the first hypothesis, indicating a significant influence on salary and job pursuit intention. This shows that organizations should consider the need to provide competitive salaries, as financial incentives persist as an important consideration for students when choosing potential employers. Companies should ensure that their salary structures are attractive and in line with industry standards in order to recruit top talent (Chen et al., 2024). Likewise, organizations can increase their attractiveness by preserving transparency in salary negotiations while offering clear career development paths with specified salary increases (Lyons & Zhang, 2022).

Next, the second hypothesis of this research states that there is a positive and strong impact on quality of work life to job pursuit intention. Hence, organizations must prioritize building a friendly and positive work environment that fosters work-life balance, employee well-being, and job satisfaction. By implementing flexible working arrangements, establishing an inclusive workplace culture, and delivering professional development opportunities will improve the overall work experience, making organizations more attractive to job

hunters (Ogunola, 2022). When students perceive a company that recognizes its employees' well-being and provides an ideal work-life balance, they are more likely to consider it a great opportunity to work with.

Lastly, the findings also demonstrate that CSR positively influences job pursuit intention. As young job seekers become more attracted to companies that demonstrate ethical business practices, environmental sustainability, and community engagement, organizations should implement CSR into their corporate strategies and actively convey these efforts to potential employees (Dwidienawati et al., 2021). Besides, companies that provide opportunities for employees to participate in CSR activities such as volunteer programs or sustainability projects foster a sense of purpose and social influence in the workplace, making job hunters more likely to join them.

5.4 Limitations of the Study

The research encountered some limitations. At first, it was conducted using cross-sectional studies, meaning the research data was collected in a single period or at a given point in time. In this study, respondents will not be followed up over time such as taking a 'snapshot' of the target population (Wang & Cheng, 2020). A cross-sectional study is included descriptively and analytically, also known as a prevalence study and survey. Descriptive studies are mostly applied to the study of the frequency of illness by investigating patients' behavior, whereas analytical studies are used to evaluate the affiliations of variables (Kesmodel, 2018). In the study, an analytical cross-sectional study was used as it is easier and more inexpensive. As the study was taking a 'snapshot' of the population, it does not concern the possibility that students' minds may change as they continue to absorb the knowledge and experiential work.

Furthermore, the result of SPSS on salary has the lowest performance, such as the lowest mean value, lowest standardized coefficients and highest tolerance of collinearity statistics which indicate that the salary is the lowest contribution in this study. This may be the result of they are willing to sacrifice their salary for the recognized targets and passions. However, those university students with ambiguous goals and plans for their future may place the salary as one of the important conditions of job pursuit intention (Gu & Zhu, 2023). Thus, the results of the salary should be improved by controlling the manipulation of respondents.

In addition, even though there are 3 university students included in the study, the ethnic group of the study shifted to Chinese which occupied more than 70% of the respondents. As the distribution of the questionnaire is implicated physically, a phenomenon is observed in which Chinese students are more than others in UTAR and TARUMT, while the UTP is composed of a more diverse student body. Since one of the ethnic groups had more than average, it may cause the data bias to Private University Chinese Students rather than general. According to Cain and Kington (2003), the individual's race or ethnicity will influence their lifestyle, and social and financial management and result in unique potential toward each other. Therefore, it may affect the objective of the data.

5.5 Recommendations for Future Research

In an attempt to enhance the accuracy of the study result, the longitudinal research method is advocated to apply. Unlike cross-sectional studies that glance at a single moment, longitudinal studies observe an individual across multiple time points and emphasise intra-individual change over time (Taris, 2021). As preferences in a moment are assembled by the incidents and current target (Kochanowka et al., 2024), they may change from time to time. In addition, Fokkens-Bruinsma et al. (2020) stated that first-

year university students have more uncertainty than later, which is represented by quitting the study, changing of studying course or university. Therefore, the respondents of each year's students should be identified and evaluated separately.

Therefore, longitudinal studies may provide more specific results when the data is collected from a group of students in the first and last year.

Furthermore, it is a must to investigate the structure of the target population and define whether it will lead to bias in the result. In order to avoid prejudice and increase the reliability of the result, the target population may be narrowed down to one of the ethnic groups or restricted the number of students for each ethnic group. The balance of ethnic groups among respondents can aid in the generalizability or universality of the result (Shea et al., 2022).

5.6 Conclusion

In a nutshell, this chapter summarizes the demographics of all respondents, and the reliability test of the questionnaire for each variable is good and above based on Cronbach's Alpha value. Moreover, the multiple linear regression analysis indicates that salary, quality of work life, and CSR significantly impact the job pursuit intention among private university students in Malaysia. On the other hand, the implications of the study in managerial included not only increasing the employer's competitive advantages, enhancing employees' well-being, and improving the company image in the market. Some of the limitations were discovered throughout the investigation and the relevant recommendations were provided for future researchers.

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Appendices

Appendix 1.0: Questionnaire

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes: Name, identity card, place of birth, address, education history, employment history, medical history, blood type, race, religion, photo, personal information and associated research data.
2. The purposes for which your personal data may be used are inclusive but not limited to:
 - a) For assessment of any application to UTAR
 - b) For processing any benefits and services
 - c) For communication purposes
 - d) For advertorial and news
 - e) For general administration and record purposes
 - f) For enhancing the value of education
 - g) For educational and related purposes consequential to UTAR
 - h) For replying any responds to complaints and enquiries
 - i) For the purpose of our corporate governance
 - j) For the purposes of conducting research/ collaboration
3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.
4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.
5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.
2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.
3. You may access and update your personal data by writing to us at:

Chong Hor En, horenychong@lutar.my
Lee Chuan Ann, annlee030317@lutar.my
Yuki Law, yukilaw03@lutar.my

Section A: Demographic Profile

1. Are you an undergraduate student in Malaysia's private universities? (If no, then this questionnaire is not relevant to you, thank you.)

☐ Yes

☐ No

2. Gender:

☐ Male

☐ Female

3. Age:

☐ 20 years and below

☐ 21 to 25 years

☐ 26 to 30 years

☐ 31 years and above

4. Ethnic group:

☐ Malay

☐ Chinese

☐ Indian

☐ Other, please specify _____

Section B: Independent Variable – Salary

This section relates to the quality of work life in the company. Please specify the extent to which you agree or disagree with each statement using 5-point Likert scale [(1) = strongly disagree (SD); (2) = disagree (D); (3) = neutral (N); (4) = agree(A) and (5) = strongly agree (SA)] response framework. Please circle one number for every question to indicate the extent to which you agree or disagree with the following statements.

No.	Questions	SD	D	N	A	SA
1.	The company provides a salary that is equivalent to the living requirements.	1	2	3	4	5
2.	The company provides a salary that is equivalent to the work experience I have.	1	2	3	4	5
3.	The company provides a salary that is equivalent to the importance of the work I do.	1	2	3	4	5
4.	The company provides a salary that is adequate for my level of education.	1	2	3	4	5
5.	The determination of salary in the company is transparent.	1	2	3	4	5
6.	Employers may tell me what I must do to increase my pay.	1	2	3	4	5

Section C: Independent Variable – Quality of Work Life

This section relates to the quality of work life in the company. Please specify the extent to which you agree or disagree with each statement using 5-point Likert scale [(1) = strongly disagree (SD); (2) = disagree(D); (3) = neutral(N); (4) = agree(A) and (5) = strongly agree (SA)] response framework. Please circle one number for every question to indicate the extent to which you agree or disagree with the following statements.

No.	Questions	SD	D	N	A	SA
1.	My work is at a physically safe place.	1	2	3	4	5
2.	The company provides good health benefits.	1	2	3	4	5
3.	Workloads are reasonable.	1	2	3	4	5
4.	The company provides enough working space.	1	2	3	4	5
5.	The company provides the opportunities for professional development.	1	2	3	4	5
6.	The supervisor offers adequate promotion chances.	1	2	3	4	5
7.	Employees are friendly.	1	2	3	4	5

Section D: Independent Variable – Corporate Social Responsibility

This section relates to the implementation of CSR in the company. Please specify the extent to which you agree or disagree with each statement using 5-point Likert scale [(1) = strongly disagree (SD); (2) = disagree(D); (3) = neutral(N); (4) = agree(A) and (5) = strongly agree (SA)] response framework. Please circle one number for every question to indicate the extent to which you agree or disagree with the following statements.

No.	Questions	SD	D	N	A	SA
1.	The company participates in activities aimed at protecting and improving the quality of the natural environment.	1	2	3	4	5
2.	The company invests in creating a better life for future generations.	1	2	3	4	5
3.	The company implements special programs to minimize its negative impact on the natural environment.	1	2	3	4	5
4.	The company targets sustainable growth, which considers future generations.	1	2	3	4	5
5.	The company contributes to campaigns and projects that advance community welfare.	1	2	3	4	5
6.	The company encourages employees to participate in volunteer activities.	1	2	3	4	5

Section E: Dependent Variable - Job Pursuit Intention

This section relates to the degree to which your intention to apply the job. Please specify the extent to which you agree or disagree with each statement using 5-point Likert scale [(1) = strongly disagree (SD); (2) = disagree (D); (3) = neutral (N); (4) = agree(A) and (5) = strongly agree (SA)] response framework. Please circle one number for every question to indicate the extent to which you agree or disagree with the following statements.

No.	Questions	SD	D	N	A	SA
1.	I would accept a job offer from the company.	1	2	3	4	5
2.	I would request more information about the company.	1	2	3	4	5
3.	If the company visited campus I would want to speak with a representative.	1	2	3	4	5
4.	I would attempt to gain an interview with the company.	1	2	3	4	5
5.	I would actively pursue obtaining a position with the company.	1	2	3	4	5
6.	If the company was at a career fair I would seek out their booth.	1	2	3	4	5

Appendix 2.1: Reliability Test for Independent Variable 1 – Salary

Notes

Output Created		27-AUG-2024 14:13:24
Comments		
Input	Data	C:\Users\User\Desktop\SPSS result\Job Pursuit Intention.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	33
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=SL1 SL2 SL3 SL4 SL5 SL6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL CORR.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Case Processing Summary

		N	%
Cases	Valid	33	100.0
	Excluded ^a	0	.0
	Total	33	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.753	.748	6

Item Statistics

	Mean	Std. Deviation	N
SL1	3.7879	1.19262	33
SL2	4.0000	.86603	33
SL3	3.9697	.95147	33
SL4	4.0909	.97991	33
SL5	3.8182	1.04447	33
SL6	4.1515	.93946	33

Inter-Item Correlation Matrix

	SL1	SL2	SL3	SL4	SL5	SL6
SL1	1.000	.424	.628	.391	.545	-.054
SL2	.424	1.000	.417	.258	.242	.000
SL3	.628	.417	1.000	.640	.529	-.030
SL4	.391	.258	.640	1.000	.536	.052
SL5	.545	.242	.529	.536	1.000	.379
SL6	-.054	.000	-.030	.052	.379	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Inter-Item Correlations	.330	-.054	.640	.694	-11.829	.056

Summary Item Statistics

	N of Items
Inter-Item Correlations	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SL1	20.0303	10.280	.582	.526	.692
SL2	19.8182	12.966	.391	.222	.743
SL3	19.8485	10.945	.683	.599	.667
SL4	19.7273	11.455	.564	.476	.699
SL5	20.0000	10.375	.697	.574	.657
SL6	19.6667	14.604	.093	.269	.811

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
23.8182	16.153	4.01913	6

Appendix 2.2: Reliability Test for Independent Variable 1 – Quality of Work Life

Notes

Output Created		27-AUG-2024 14:14:18
Comments		
Input	Data	C:\Users\User\Desktop\SPSS result\Job Pursuit Intention.sav
	Active Dataset	DataSet0
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	33
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=QWL1 QWL2 QWL3 QWL4 QWL5 QWL6 QWL7 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL CORR.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Case Processing Summary

		N	%
Cases	Valid	33	100.0
	Excluded ^a	0	.0
	Total	33	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.877	.880	7

Item Statistics

	Mean	Std. Deviation	N
QWL1	4.6061	.74747	33
QWL2	4.3636	.78335	33
QWL3	4.3030	.80951	33
QWL4	4.4545	.71111	33
QWL5	4.3030	.76994	33
QWL6	4.2121	.85723	33
QWL7	4.4242	1.03169	33

Inter-Item Correlation Matrix

	QWL1	QWL2	QWL3	QWL4	QWL5	QWL6	QWL7
QWL1	1.000	.573	.255	.700	.268	.720	.305
QWL2	.573	1.000	.461	.367	.589	.719	.615
QWL3	.255	.461	1.000	.568	.550	.535	.590
QWL4	.700	.367	.568	1.000	.254	.657	.283
QWL5	.268	.589	.550	.254	1.000	.610	.659
QWL6	.720	.719	.535	.657	.610	1.000	.460

QWL7	.305	.615	.590	.283	.659	.460	1.000
------	------	------	------	------	------	------	-------

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Inter-Item Correlations	.511	.254	.720	.465	2.831	.025

Summary Item Statistics

N of Items

Inter-Item Correlations	7
----------------------------	---

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
QWL1	26.0606	15.059	.590	.735	.868
QWL2	26.3030	14.093	.737	.671	.850
QWL3	26.3636	14.426	.644	.650	.861
QWL4	26.2121	15.235	.595	.730	.868
QWL5	26.3636	14.614	.652	.623	.861
QWL6	26.4545	13.256	.809	.785	.839
QWL7	26.2424	13.252	.629	.596	.868

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.6667	19.042	4.36368	7

Appendix 2.3: Reliability Test for Independent Variable 3 – Corporate Social Responsibility

Notes

Output Created		27-AUG-2024 14:14:45
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Input	Data	C:\Users\User\Desktop\SPSS result\Job Pursuit Intention.sav
	Active Dataset	DataSet0
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	33
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=CSR1 CSR2 CSR3 CSR4 CSR5 CSR6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL CORR.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Case Processing Summary

		N	%
Cases	Valid	33	100.0
	Excluded ^a	0	.0
	Total	33	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.805	.815	6

Item Statistics

	Mean	Std. Deviation	N
CSR1	4.0606	1.02894	33
CSR2	4.3030	.68396	33
CSR3	4.1212	.81997	33
CSR4	4.3030	.84723	33
CSR5	4.3333	.92421	33
CSR6	4.3636	.74239	33

Inter-Item Correlation Matrix

	CSR1	CSR2	CSR3	CSR4	CSR5	CSR6
CSR1	1.000	.639	.584	.408	.340	.216
CSR2	.639	1.000	.768	.592	.280	.330
CSR3	.584	.768	1.000	.710	.234	.439
CSR4	.408	.592	.710	1.000	.226	.217
CSR5	.340	.280	.234	.226	1.000	.364

CSR6	.216	.330	.439	.217	.364	1.000
------	------	------	------	------	------	-------

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Inter-Item Correlations	.423	.216	.768	.553	3.562	.035

Summary Item Statistics

N of Items

Inter-Item Correlations	6
----------------------------	---

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CSR1	21.4242	8.502	.595	.470	.770
CSR2	21.1818	9.528	.743	.652	.744
CSR3	21.3636	8.739	.768	.745	.728
CSR4	21.1818	9.403	.580	.532	.771
CSR5	21.1515	10.070	.376	.232	.820
CSR6	21.1212	10.610	.408	.307	.806

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
25.4848	13.133	3.62389	6

Appendix 2.4: Reliability Test for Dependent Variable – Job Pursuit Intention

Notes

Output Created		27-AUG-2024 14:15:12
Comments		
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	33
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=JPI1 JPI2 JPI3 JPI4 JPI5 JPI6 /SCALE('ALL VARIABLES') ALL /MODEL=ALPHA /STATISTICS=DESCRIPTIVE SCALE CORR /SUMMARY=TOTAL CORR.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Case Processing Summary

		N	%
Cases	Valid	33	100.0
	Excluded ^a	0	.0
	Total	33	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.828	.836	6

Item Statistics

	Mean	Std. Deviation	N
JPI1	4.4545	.71111	33
JPI2	4.5152	.71244	33
JPI3	4.1818	1.10268	33
JPI4	4.3939	.78817	33
JPI5	4.4242	.79177	33
JPI6	4.4242	.83030	33

Inter-Item Correlation Matrix

	JPI1	JPI2	JPI3	JPI4	JPI5	JPI6
JPI1	1.000	.695	.489	.507	.368	.245
JPI2	.695	1.000	.394	.573	.265	.359
JPI3	.489	.394	1.000	.418	.661	.323
JPI4	.507	.573	.418	1.000	.425	.644
JPI5	.368	.265	.661	.425	1.000	.526
JPI6	.245	.359	.323	.644	.526	1.000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance
Inter-Item Correlations	.460	.245	.695	.450	2.834	.019

Summary Item Statistics

	N of Items
Inter-Item Correlations	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
JPI1	21.9394	10.184	.605	.565	.801
JPI2	21.8788	10.235	.590	.564	.803
JPI3	22.2121	8.360	.605	.521	.809
JPI4	22.0000	9.500	.682	.577	.783
JPI5	21.9697	9.718	.626	.561	.795
JPI6	21.9697	9.905	.543	.531	.811

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.3939	13.434	3.66520	6

Appendix 3.1: Questionnaire References of Independent Variable 1 – Salary

Table 1 Mean Distribution of the Respondents' Level of Monetary Compensation Package

	Monetary	Mean	SD	Description	Interpretation
1	My base salary is adequate for my level of education and experience.	3.6333	0.99270	Agree	high level of Compensation Package
2	My salary is competitive with other teaching positions in my area.	3.6067	0.88155	Agree	high level of Compensation Package
3	I am satisfied with the annual salary increase opportunities provided by my employer.	3.3800	1.00782	Neutral	Moderate level of Compensation Package
4	My salary allows me to maintain a comfortable standard of living.	3.5467	0.91656	Agree	high level of Compensation Package
5	The bonuses I receive are fair and motivate me to perform better.	3.7667	0.79779	Agree	high level of Compensation Package

Table 8. Distribution of Remuneration Respondents

No	Statement	SS	S	KS	TS	STS
		5	4	3	2	1
1	The remuneration currently received is in accordance with the employment contract and meets the provisions of applicable laws and regulations.	57%	27%	3%	0%	0%
2	POLTEKBANG educational staff who receive remun work with full responsibility	62%	23%	3%	0%	0%
3	Determination of salaries and allowances is transparently known to employees	55%	30%	2%	0%	0%
4	Determination of performance allowances in accordance with work performance	61%	26%	2%	0%	0%

Pay communications

My employer communicates pay policies and procedures.	.16	.10	.74	-.06	-.11	.08
My employer communicates pay issues of concern to me.	.19	.06	.70	-.08	-.09	.03
My employer answers questions about how my pay is determined.	.29	.12	.67	-.01	.03	.17
At my employer, employees are told how decisions about their pay are made.	.16	.22	.75	-.10	-.06	.08
At my employer, employees are told what they must do to increase their pay.	.18	.29	.59	-.08	-.07	-.03
My employer publicizes or will tell me if I ask for the pay ranges for jobs	.05	.17	.66	.07	-.10	.03
When merit pay increases are distributed, my employer tells us what the average merit increase is.	.24	.03	.63	.13	-.13	-.01

Salary and Incentives (SI)	SI1: There are various incentives suitable for my work
	SI2: The salary is commensurate with the living requirements
	SI3: The salary is commensurate with the importance of the work I do
	SI4: The salary is commensurate with the degree I hold
	SI5: The salary is commensurate with the work experience I have
	SI6: The salary I receive encourages me to do a better job

Appendix 3.2: Questionnaire References of Independent Variable 2 – Quality of Work Life

Maslow (1956), Herzberg <i>et al.</i> (1959), Porter (1961), and Sirgy <i>et al.</i> (2001)	Attributes	
	Matzler <i>et al.</i> (2004)	Matzler <i>et al.</i> (2004), Sirgy <i>et al.</i> (2001)
Health and safety needs	Firm	The company provides enough working space The workplace has good air quality My work is at a physically safe place The company provides good health benefits My work environment is pleasant
Economic and family needs	Remuneration	Pay is fair and adequate Pay is based on achievement My job allows time for social life My job allows time for family life
Self-actualization needs	Job and responsibility	My job is interesting Workloads are reasonable My job allows me to realize my full potential My job matches with my skill set My job has adequate decision-making power
Esteem needs	Recognition	The company has fair performance appraisal policies The company provides a good reward system I feel appreciated at work
Social needs	Firm	The company has a positive image in the society The company is achievement oriented The company is socially responsible
	Superior/supervisor	The supervisor is supportive The supervisor offers adequate chances for promotion The supervisor is trustworthy
	Employees	Employees are team oriented Employees are cooperative Employees are friendly
Knowledge and aesthetic needs	Job	The company provides good orientation The training program is effective The company provides opportunities for professional development Extensive creativity is involved in my job This job allows me to sharpen my professional skills

Appendix 3.3: Questionnaire References of Independent Variable 3 – Corporate Social Responsibility

Items	Loadings	Cronbach's alpha
Perceived CSR		.894
It appears that this company participates in activities that aim to protect and improve the quality of the natural environment.	.949	
It appears that this company makes investment to create a better life for the future generations.	.937	
It appears that this company implements special programs to minimize its negative impact on the natural environment.	.921	
It appears that this company targets a sustainable growth, which considers to the future generations.	.784	
It appears that this company contributes to the campaigns and projects that promote the well-being of the society.	.612	
It appears that this company encourages its employees to participate to the voluntarily activities.	.565	

Appendix 3.4: Questionnaire References of Dependent Variable – Job Pursuit Intention

Items Used for Job Pursuit Intentions

1. I would accept a job offer from this company
2. I would request more information about this company
3. If this company visited campus I would want to speak with a representative
4. I would attempt to gain an interview with this company
5. I would actively pursue obtaining a position with this company
6. If this company was at a job fair I would seek out their booth