

How Do Corporate Social Responsibility Practices Affect the Job Pursuit Intention of Gen Z In Yogyakarta Province?

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Abstract

This study aims to examine the influence of various dimensions of Corporate Social Responsibility (CSR) on undergraduate students' job pursuit intentions in the Special Region of Yogyakarta Province. Data were collected through questionnaires distributed online through email and social media platforms. A purposive sampling technique was used to ensure that only respondents who met the specified criteria were included in the study. A total of 105 valid responses were obtained. The data were then processed and analyzed using multiple regression in SPSS to determine the effect of each CSR dimension on job pursuit intention. The findings indicate that all CSR dimensions examined in the study have a positive and significant impact on students' intention to pursue employment with companies that demonstrate strong CSR practices, suggesting that CSR plays an important role in shaping prospective employees' preferences and career decisions.

Keywords: Workplace Economic Responsibility, Legal Responsibility, Ethical Responsibility, Philanthropic Responsibility, Environmental Responsibility, Job Pursuit Intention

1. Introduction

The current development of the business world has changed the paradigm and mindset of companies. Adapting to rapid change and responding to various conditions of uncertainty requires companies to improve in order to maintain their existence in global competition. Currently, organizations are not ranked only on the basis of profitability and scale. Therefore, a number of different concepts have emerged in order to produce conducive work environment, which deals with the issues of local society, employees, partners and customers (Ali et al., 2021). Organizations are also increasingly aware of its role in the wider business ecosystem, not only prioritizing profit but also benefiting the environment and society in general.

The corporate commitment and responsibility are one of the main aspects that many corporations instill in their employees, considering that the company's future performance and sustainability depend on the quality and role of employees as strategic partners of the company. One of the responses from the organization is to implement the Sustainable Development Goals (SDG) which can be an advantage for the company in the eyes of potential employees is corporate social responsibility (Tien Thanh et al., 2024).

In Indonesia, the demographic bonus predicted will benefit to the society in the future, as the number of new employees from Generation Z in the workplace has increased significantly. Currently, around 34,74% work force in Indonesia are classified as Generation Z (Indonesian Statistic Bureau, 2024). However, the recruitment of this Generation Z had its own challenges. One of them is to build the organizational attractiveness. However, Nelke, (2021) agreed that the conditions of competition in the labor market environment are increasingly tense and highly competitive than before. Almost all sectors, levels and types of companies experience this condition, a situation that is known as the war of talent. The best talents with high performance also have a much higher level of productivity. Therefore, organizations with the best talent can be much faster in achieving organizational strategies or goals so that they can more easily compete other organizations in the business world. Consequently, companies must be able to create strategies that can be a competitive advantage that can attract and increase the job pursuit intention of potential employees with the best talents who are currently students in higher education.

Currently, most students in higher education are Generation Z, who will soon enter the professional workforce in the next few years (Ngoc Thang et al., 2023). According to Duarte et al., (2014), they have different characteristics compared to previous generations. When choosing a job, this generation not only prioritize compensation but also consider the compatibility of the organization's values (Choi et al., 2021). Furthermore, Hoang et al., (2020) asserted that the company's Corporate Social Responsibility (CSR) performance is positively related to the job pursuit intention of prospective applicants. Companies that have good CSR can attract more potential job applicants (Evans & Davis, 2011). CSR is one of the topics that is currently on the rise, especially in the business world. The awareness of various groups of society and the government on the importance of corporate social responsibility in various aspects of people's lives is increasing. Furthermore, their understanding on CSR also influences them, leading them to want to work in organizations that practice CSR.

This is also shown through the emergence of regulations that initiate companies in Indonesia to implement their respective corporate social responsibilities as written in Article 74 of the Republic of Indonesia Law No. 40 of 2007 concerning Limited Liability Companies which states that the company's obligation to perform social and environmental responsibility is a company that carries out its business activities in the field and/or related to natural resources (Oppusunggu, 2007).

The Indonesian government also urges corporations, especially state-owned enterprises, to carry out CSR in the form of PKBL (Partnership and Community Development Program). In addition, the rise of awards related to CSR programs given by various domestic and international forums every year also further strengthens that CSR is one of the important aspects that can affect competition and the corporate public image who play a role as stakeholders in the organization. Based on the background in the previous section, the research problem in this study identified as follows:

1. Does Workplace Economic Responsibility influence Job Pursuit Intention?
2. Does Legal Responsibility influence Job Pursuit Intention?
3. Does Ethical Responsibility influence Job Pursuit Intention?
4. Does Philanthropic Responsibility influence Job Pursuit Intention?
5. Does Environmental Responsibility influence Job Pursuit Intention?

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2. Theoretical Review

2.1. Corporate Social Responsibility (CSR)

Corporate Social Responsibility (CSR) is defined as a corporate commitment to developing a sustainable economy together with employees and their families, local communities, and communities to improve their quality of life (Carroll, 1991; Story et al., 2016). According to Carlini et al., (2019); Gandasari et al., (2024) CSR is considered as corporate commitment to behave ethically towards stakeholders, increasing positive influences by reducing negative effects that include economic, social and environmental perspectives to achieve sustainable development. It appears that CSR is a decision that an organization has towards the community to have positive impacts.

2.2. Corporate Social Responsibility Dimension

Carroll, (1991) promoted the idea of CSR pyramid that classified into four categories, including workplace economic, legal, ethical, and philanthropic responsibility. Moreover, Moorthy et al., (2017) add environmental responsibility as part of CSR dimension, as explained in the following section.

First, Workplace Economic Responsibility (WER) defined as the responsibility of corporations to provide benefits to their employees, for instance a quality working environment, fair wages and compensation, occupational safety, training, and education and skills development (Lin et al., 2012; Moorthy et al., 2017; Tsai et al., 2014). Second, Legal Responsibility (LR) refers to corporate responsibility to fulfill its business mission within the framework of legal requirements and regulations (Lin et al., 2012; Moorthy et al., 2017). Third, Ethical Responsibility (ETR) refers to corporate practices that are requested or expected by society to protect the moral rights of stakeholders even though these practices are not regulated by law (Choi et al., 2021; Tsai et al., 2014). Moreover, Philanthropic Responsibility (PR) refers to the responsibility of corporation to engage in social actions that are not mandated, required by law, or expected in a moral or ethical sense (Carroll, 1991; Lin et al., 2012; Tsai et al., 2014). Lastly, Environmental Responsibility (ENR) defined as efforts made by corporations to minimize the potential negative impacts of their business activities on the environment (Moorthy et al., 2017; Rupp et al., 2013)

2.3. Job Pursuit Intention (JPI)

Job pursuit intention (JPI) defined as the intention of candidates to actively pursue employment and attend job interviews (Jaidi et al., 2011; Tarigan et al., 2021). Moreover, Tsai et al., (2014) stated that most job seekers do not have comprehensive knowledge about a particular corporation, therefore they usually use the company's reputation as one of the benchmarks to determine their intention to apply for a job at that company. CSR is also positively related to employer attractiveness for job seekers regarding high levels of applications (Choi et al., 2021; Tien Thanh et al., 2024).

2.4. Research Framework

The Research Framework used in this study is as follows, adapted from (Moorthy et al., 2017).

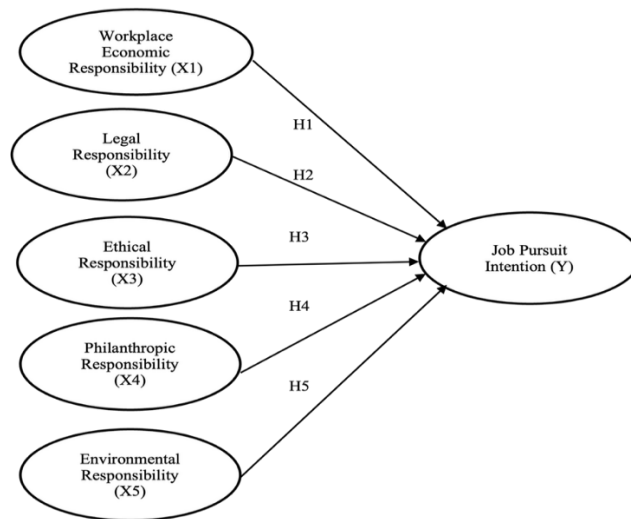


Figure 1
Research Framework

Source: Moorthy et.al, 2017

2.5. Hypothesis Development

Workplace Economic Responsibility (WER) and Job Pursuit Intention (JPI)

Corporations as one of the basic economic entities in society make the workplace economic responsibility the most essential and main dimension in CSR (Carroll, 1991; Tsai et al., 2014). Therefore, corporations have a responsibility to provide a decent work environment, training, rewards and job development while producing goods or services and earning profits through business activities (Lin et al., 2012; Tsai et al., 2014). A company's workplace economic responsibility has been shown to be a significant predictor of its value as an employer, with positive implications for employee motivation and recruitment (Aiman-Smith et al., 2001). This aspect of corporate responsibility is therefore a crucial factor in determining the likelihood of individuals seeking employment opportunities within the company. Research conducted by Moorthy et al., (2017) discovered that the workplace economic responsibility (WER) variable has a significant positive relationship with JPI. This is also supported by research conducted by Tsai et al., (2014) which showed that WER is significantly related to JPI. Based on this description, the hypotheses that can be formulated are:

Hypothesis 1: Workplace Economic Responsibility (WER) influence Job Pursuit Intention (JPI)

Legal Responsibility (LR) and Job Pursuit Intention (JPI)

In managing its various business activities, corporation is expected to remain focus on organization's objectives while still complying with the framework of applicable legal and statutory requirements (Carroll, 1991; Lin et al., 2012). Prospective employees who become aware of such unethical practices may develop a sense of mistrust towards the organization, as they may

perceive a possibility of similar ethical violations. This could potentially dissuade them from pursuing employment opportunities at the organization. The legal responsibility (LR) variable founded that has a significant positive relationship with JPI (Moorthy et al., 2017). Based on this description, the hypotheses that can be formulated are:

Hypothesis 2: Legal Responsibility (LR) influence Job Pursuit Intention (JPI)

Ethical Responsibility (ETR) and Job Pursuit Intention (JPI)

An individual perception of how a company's ethics is influenced by assumptions about how fair and ethical the company's actions are (Cropanzano & Mitchell, 2005). Job applicants rely on ethical fairness to confirm whether a company is reputable, unbiased, and will treat them fairly when they join the company (Rupp et al., 2013; Tsai et al., 2014). When companies treat stakeholders ethically, potential employees tend to have a stronger intention to seek a long-term working relationship with the company, which indicates a positive relationship between ethical responsibility and JPI (Tsai et al., 2014).

Previous study shows that prospective employees prefer to apply for jobs at companies that have positive ethics policies (Ramasamy et al., 2016; Tsai et al., 2014). This is in line with research that showed that ETR is significantly related to JPI, therefore, ethical business practices are positively related to organizational attractiveness (Tsai et al., 2014; Zhang & Wen, 2008). Based on this description, the hypotheses that can be formulated are:

Hypothesis 3: Ethical Responsibility (ETR) influence Job Pursuit Intention (JPI)

Philanthropic Responsibility (PR) and Job Pursuit Intention (JPI)

Corporate philanthropy programs that focus on social welfare issues can be a positive signal that convinces individuals to apply for jobs (Greening & Turban, 2000; Lin et al., 2012). Candidates tend to prefer to apply for jobs at companies that have a good image of dedicating themselves to social welfare (Lin et al., 2012). To attract best talent, large corporations such as GM, Oracle, Starbucks, and Toyota use positive philanthropic responsibility as their hiring strategy by promoting their philanthropic programs and environment during the recruitment campaign (Highhouse et al., 2003; Lin et al., 2012; Tsai et al., 2014).

Previous research revealed that the philanthropic responsibility (PR) has a significant relationship with JPI (Moorthy et al., 2017). In addition, research also showed that there was a positive relationship between PR and JPI of prospective job applicants (Duarte et al., 2014; Evans & Davis, 2011; Rupp et al., 2013). Based on this description, the hypotheses that can be formulated are:

Hypothesis 4: Philanthropic Responsibility (PR) influence Job Pursuit Intention (JPI)

Environmental Responsibility (ENR) and Job Pursuit Intention (JPI)

The increasing interest and awareness of environmental conditions means that organizations must also adopt and integrate eco-friendly practices with corporate strategies to deal with the harmful impacts that may result from the company's business activities. According to (Ahmad, 2015; Chaudhary, 2019) the implementation of environmentally friendly practices has become a strategic

imperative and a source of competitive advantage for organizations in today's business environment. The implementation of eco-friendly practices can create a positive image for the company that makes applicants view that the organization is a good company and will also provide good treatment to its employees. This will certainly affect the intention of prospective employees to join the company.

Research also reported that corporate CSR actions focused on environment (ENR) and public relations led to higher JPI (Chaudhary, 2019; Rupp et al., 2013). Similarly, (Moorthy et al., 2017) research also revealed that the environmental responsibility (ENR) variable has a significant positive relationship with JPI. Based on this description, the hypotheses that can be formulated are:

Hypothesis 5: Environmental Responsibility (ENR) influence Job Pursuit Intention (JPI).

3. Research Methodology

3.1. Population and Research Sample

In this study, we aimed the population of undergraduate students from the field of business and management from several universities in the Special Region of Yogyakarta Province. This population was chosen since the final year students are going to enter the working environment in the near future (Jones et al., 2014). In addition, the respondents were specifically students from the fields of business and management that have common understanding and have been equipped with knowledge about the nature and benefits of CSR activities (Kolodinsky et al., 2010).

We considered the minimum sample size in determining the number of samples proposed by (Hair et al., 2021) which suggests that there are at least 5 samples for 1 variable. The variables in this study amounted to 6 variables, consisting of 5 dimensions of CSR (WER, LR, ETR, PR, ENR) as independent variables and JPI as the dependent variable. Therefore, the minimum sample size of this study refers to Roscoe (1975) in (Sekaran & Bougie, 2016) that stated that the appropriate sample size for most studies ranges between greater than 30 and less than 500. And in multivariate studies, the sample size should be several times larger than the number of variables in the study (preferably ten times or more). Therefore, to increase the representation, the researcher increased the sample size to 105 samples. In this study, the sampling method used was a non-probability sampling design. This sampling design does not provide inherent probabilities or opportunities for population elements in their selection as sample subjects (Sekaran & Bougie, 2016).

3.2. Data Collection Methods

This study implements a cross-sectional study so that data collection was only conducted at one point in time in a short span of time (Sekaran & Bougie, 2016). In this study, data will be collected through questionnaires distributed online through various communication and social media platforms.

The questionnaire was divided into three parts. The first section contains questions regarding the demographic profile of the respondents, such as gender, age, duration of degree program, year of study, and study program. The second part contains a statement on the implementation of corporate social responsibility (CSR) in organizations consisting of five dimensions (WER, LR, ETR, PR, and ENR). While the third part contains statements related to job pursuit intention (JPI). This

study used a five-point Likert scale to assess and measure each variable. The validity test used in this study is Pearson's Correlation or Pearson's Product Moment. Meanwhile, the reliability test was conducted using the Cronbach Alpha method. A variable is declared reliable if the Cronbach Alpha value of > 0.70 .

The data analysis methods applied in this study were descriptive statistical analysis and multiple regression analysis. Data analysis conducted using SPSS software. Multiple linear regression analysis was used to assess the relationship between independent and dependent variables. Multiple linear regression analysis was used to determine how the influence of the five dimensions of CSR (WER, LR, ETR, PR, and ENR) as independent variables on the JPI of prospective applicants as a dependent variable.

4. Results And Discussion

In this section, we presented the results of the research from the data processing. Total 105 respondents were acquired which were then processed using SPSS software. This section also described the characteristics of the respondents, the results of the validity and reliability tests, the results of descriptive statistical analysis, and the results of multiple linear regression analysis.

4.1. Respondents Profile

The characteristics of the respondents in this study included the gender, age, and field of study of the respondents.

Table 1. Respondents Profile

Gender	Number	Percentage
Female	59	56,19%
Male	46	43,81%
Total	105	100%
Age	Number	Percentage
≤ 20 yo	21	20%
21 – 25 yo	83	78,33%
26 – 30 yo	1	1,67%
Total	105	100%
Study Field	Number	Percentage
Management	55	51,67%
Management IUP	7	6,67%
Accounting	38	36,67%
Economics	5	5%
Total	105	100%

Source: Data Analysis (2025)

Table 1 illustrates the respondents characteristics by gender, that out of a total of 105 respondents, 59 respondents or 56.19% were female and 46 respondents or 43.81% were male. According to the characteristics by age, can be seen that the majority of respondents are between 21 – 25 years

old, which is 83 respondents or 78.33%. Respondents who were younger 20 years old were 20% or 21 respondents, and 1.67% or 1 respondent was between 26 – 30 years old. Also, from the table, it can be seen that out of a total of 60 respondents, 55 respondents or 51.67% were students of the Management study program, 7 respondents or 6.67% were students of the International Management study program, 38 respondents or 36.67% were students of the Accounting study program, and 5 respondents or 5% were students of the Economics study program.

4.2. Validity Test

In this study, the significance level used to test the validity of the research instrument was 5% or 0.05. The questionnaire instrument is valid if the significance value of less than 0.05 (Sig. < 0.05) and has a calculation value greater than (r value > r table). The following are the results of the validity test of each questionnaire statement used in this study.

Table 2. Validity Test Results

Variables	r value	Remark
Workplace Economic Responsibility (X1)	0,779	Valid
	0,802	Valid
	0,870	Valid
	0,827	Valid
	0,859	Valid
Legal Responsibility (X2)	0,827	Valid
	0,875	Valid
	0,875	Valid
	0,821	Valid
	0,745	Valid
Ethical Responsibility (X3)	0,826	Valid
	0,783	Valid
	0,782	Valid
	0,808	Valid
	0,835	Valid
Philanthropic Responsibility (X4)	0,722	Valid
	0,792	Valid
	0,833	Valid
	0,800	Valid
	0,770	Valid
Environmental Responsibility (X5)	0,796	Valid
	0,869	Valid
	0,873	Valid
	0,885	Valid

	0,836	Valid
Job Pursuit Intention (Y)	0,871	Valid
	0,890	Valid
	0,771	Valid
	0,866	Valid
	0,825	Valid
	0,773	Valid
	0,870	Valid

Source: Data Analysis (2025)

Table 2 shows that each questionnaire statement item in the study has a greater value than the r table of 0.2542 with a significance value smaller than 0.05. Thus, it can be concluded that each variable used in this study is valid.

4.3. Reliability Test

In this study, the Cronbach's Alpha value is declared reliable if it has a Cronbach's Alpha value > 0.70. The following are the results of the reliability test of each variable in this study.

Table 3. Reliability Test Results

Variables	Results	Cronbach's Alpha	Remark
Workplace Economic Responsibility (X1)	0,883	0,70	Reliable
Legal Responsibility (X2)	0,886	0,70	Reliable
Ethical Responsibility (X3)	0,854	0,70	Reliable
Philanthropic Responsibility (X4)	0,840	0,70	Reliable
Environmental Responsibility (X5)	0,903	0,70	Reliable
Job Pursuit Intention (Y)	0,925	0,70	Reliable

Source: Data Analysis (2025)

Table 3 shows that each variable in this study had a Cronbach's Alpha value greater than 0.70. Thus, it can be concluded that every variable in this study is reliable.

4.4. Multiple Regression Analysis Results

4.1.1. F Test Results

We used significance level of 5% or 0.05 in this study. All independent variables were simultaneously exerted significant effect on dependent variables (Sig. < 0.05) and have a greater F value. The following are the results of the F test conducted in this study. As shown in table 4 the

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resulting significance value is 0.000 and the calculated F value is 29.700. Thus, it can be concluded that independent variables (workplace economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility, and environmental responsibility) simultaneously have a significant effect on the dependent variable, namely job pursuit intention.

Table 4. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	725,954	5	145,191	29,700	0,000
	Residual	263,979	54	4,889		
	Total	989,933	59			

Source: Data Analysis (2025)

4.5. Hypothesis Testing Results & Discussion

Based on the results of multiple linear regression analysis in table 5, the beta value is positive. All dimension indicated that when the factor of CSR increase, undergraduate students' perception on job pursuit intention will also increase. In the other hand, when corporation paid attention on social business activities on society, practicing responsible and sustainable business will influence the intention to apply to the company. Likewise for the environmental responsibility dimension, when the company participates in activities that aim to protect the natural environment, the job pursuit intention of students in the company will also increase. The significance level used in this study is 5% or 0.05. Independent variables are said to have a significant effect on dependent variables when they have a significance value of less than 0.05 (Sig. < 0.05) and have a greater t-value than the t table (t count > t table). The following are the results of the t-test conducted in this study.

Table 5 Analysis Results

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-9,719	3,471		-2,800	0,007
Workplace Economic Responsibility	0,377	0,187	0,212	2,019	0,048
Legal Responsibility	0,416	0,203	0,212	2,052	0,045
Ethical Responsibility	0,380	0,177	0,229	2,143	0,037
Philanthropic Responsibility	0,267	0,129	0,196	2,073	0,043
Environmental Responsibility	0,346	0,152	0,215	2,268	0,027

Source: Data Analysis (2025)

4.6. The Effect of Workplace Economic Responsibility on Job Pursuit Intention

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Workplace Economic Responsibility variable has a significance value of 0.048 and a calculated t-value of 2.019. The results of the t-test showed that the significance value of the Workplace Economic Responsibility variable was less than 0.05 and the calculated t-value was greater than the t table. Therefore, it can be concluded that the Workplace Economic Responsibility variable exerted a significant effect on Job Pursuit Intention.

The results of this study show that Workplace Economic Responsibility positively and significantly affects Job Pursuit Intention. The implementation of CSR, such as providing a good work environment and quality of life for employees, providing job training, quality and safe work environment, might increase the job pursuit intention of undergraduate students. This is in line with (Moorthy et al., 2017) that revealed that the workplace economic responsibility has a significant positive relationship with JPI. Similarly, (Fruhen et al., 2015; Tsai et al., 2014) found that WER is significantly related to JPI.

4.7. The Effect of Legal Responsibility on Job Pursuit Intention

Legal Responsibility variable has a significance value of 0.045 and a calculated t-value of 2.052. The results of the t-test showed a significance value of the Legal Responsibility variable that was less than 0.05 and a calculated t-value that was greater than the t table. Therefore, it can be concluded that the Legal Responsibility variable exerted a significant effect on Job Pursuit Intention.

The results of this study show that Legal Responsibility significantly influence Job Pursuit Intention. The CSR implementation such as complying with legal and regulatory aspects, complying all applicable legal and regulatory requirements, complying with labor laws and being responsible for all employees, being fair and avoiding discrimination against all employees can increase Job Pursuit Intention. Likewise, (Moorthy et al., 2017) showed that the legal responsibility variable has a positive relationship with JPI. Supported that, (Duarte et al., 2014; Lin et al., 2012; Tsai et al., 2014) also stated the similar evidence.

4.8. The Effect of Ethical Responsibility on Job Pursuit Intention

Ethical Responsibility variable has a significance value of 0.037 and a calculated t-value of 2.143. The results of the t-test showed a significance value of the Ethical Responsibility variable that was less than 0.05 and a calculated t-value that was greater than the t table. Therefore, it can be concluded that the Ethical Responsibility variable exerted a significant effect on Job Pursuit Intention.

The results of this study show that Ethical Responsibility significantly influence Job Pursuit Intention. Therefore, the application of CSR in the dimension of good ethical responsibility, such as having a code of ethics that covers a wide range, monitoring the potential negative impact of business activities can increase job pursuit intention. The results of this study are in line with research conducted by (Tsai et al., 2014; Zhang & Wen, 2008) that agreed that ETR is significantly related to JPI.

4.9. The Effect of Philanthropic Responsibility on Job Pursuit Intention

Philanthropic Responsibility variable has a significance value of 0.043 and a calculated t-value of 2.073. The results of the t-test showed a significance value of the philanthropic responsibility variable that was less than 0.05 and a calculated t-value that was greater than the t table. Therefore, it can be concluded that the philanthropic responsibility variable exerted a significant effect on Job Pursuit Intention.

The results of this study show that Philanthropic Responsibility significantly influence Job Pursuit Intention. The application of CSR to the dimension of good philanthropic responsibility, such as supporting employees to participate in volunteer activities, making monetary contributions to charities, contributing to campaigns and projects that promote community welfare, as well as supporting local sports and cultural activities can increase job pursuit intention. Accordingly, (Moorthy et al., 2017) revealed that the philanthropic responsibility variable has a positive relationship with JPI. Research conducted by (Duarte et al., 2014; Jones et al., 2014; Rupp et al., 2013)) also showed that there was a positive relationship between PR and JPI of prospective job applicants.

4.10. *The Effect of Environmental Responsibility on Job Pursuit Intention*

Environmental Responsibility variable has a significance value of 0.027 and a calculated t-value of 2.268. The results of the t-test showed a significance value of the environmental responsibility variable that was less than 0.05 and a calculated t-value that was greater than the t table. Therefore, it can be concluded that the environmental responsibility variable exerted a significant effect on Job Pursuit Intention.

This study revealed that environmental responsibility positively and significantly affects job pursuit intention. The application of CSR in the dimension of good environmental responsibility, such as having a program that aims to reduce the amount of energy and materials wasted, participating in activities that aim to protect the natural environment, implementing special programs to minimize the negative impact of its business processes on the natural environment, can increase job pursuit intention among undergraduate students. Likewise, (Chaudhary, 2019; Rupp et al., 2013) reported that corporate CSR actions focused on environment (ENR) and public relations lead to higher JPI.

4.11. Determination Coefficient Results

Table 6. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,856	0,733	0,709	2,211

Source: Data Analysis (2025)

Table 6 above displayed the results of the determination coefficient test. The Adjusted value R^2 in this study was 0.709 or 70.9%. This shows that the ability of independent variables such as workplace economic responsibility, legal responsibility, ethical responsibility, philanthropic responsibility, and environmental responsibility in explaining the dependent variable, which is job pursuit intention, is 70.9%. While the remaining 29.1% were explained by other variables outside this study.

5. Conclusion

Based on the study's findings, it can be concluded that all dimensions of Corporate Social Responsibility including Workplace Economic Responsibility, Legal Responsibility, Ethical and Philanthropic Responsibility, and Environmental Responsibility, have a positive and significant impact on Job Pursuit Intention. This indicates that when companies strengthen their CSR practices across all dimensions, the job pursuit intention of potential employees will correspondingly increase.

We recommend that corporations enhance their social responsibility initiative, particularly in the area of legal responsibility, which recorded the highest average perception score in this study. This suggests that legal responsibility is considered the most important CSR dimension by undergraduate students compared to the others. To improve CSR performance in this dimension, corporations must clearly understand the regulations related to their stakeholders and business operations. They must also ensure that all business activities comply with current laws. This can be achieved by staying updated on regulatory changes and adapting promptly to latest Indonesia law requirements. Additionally, corporations should treat employees fairly and avoid any form of discrimination. Strong legal compliance helps build a good corporate reputation, which in turn increases the likelihood that prospective employees will be interested in applying to the organization. Nevertheless, corporations should also develop their social responsibility in other dimensions, such as workplace economic responsibility, ethical responsibility, philanthropic responsibility, and environmental responsibility, by implementing programs and initiatives that align with employee needs. We believe that these implications are able to serve as valuable insights that can be applied by corporations to strengthen their CSR practices and, consequently, increase potential employees' job pursuit intention. Effective CSR implementation can become a competitive advantage for attracting qualified job seekers. We also acknowledge several limitations in this study. First, the sample was restricted to business and management undergraduate students from a few universities in Yogyakarta, and yet the distribution of respondents across study programs and faculties was not balanced. As a result, the findings cannot be generalized to students from other fields of study or institutions.

For future research, it is recommended that researcher broaden the scope of the study by involving respondents from diverse academic backgrounds, regions, or even different stages of career development, such as fresh graduates or early-career employees. Expanding the demographic coverage would allow for a more comprehensive understanding of how CSR dimensions influence job pursuit intention across various groups. Future studies may also consider combining qualitative methods such as interviews or focus groups to gain greater insights into how individuals interpret and prioritize CSR practices.

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