

**ANALYSIS OF LONG-TERM CAREER EXPECTATIONS AMONG FRESH
GRADUATES: MEASURING THE IMPACT OF BELIEF IN JOB STABILITY**



THESIS

**Compiled as one of the requirements to complete the Strata Program in the
International Management Study Program, Faculty of Economics and Business**

By:

ERINA PUTRI WIJAYANTI
B100224636

INTERNATIONAL MANAGEMENT STUDY PROGRAM

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITY OF MUHAMMADIYAH SURAKARTA

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VERIFICATION PAGE

APPROVAL PAGE

The undersigned have read the thesis entitled:

**ANALYSIS OF LONG-TERM CAREER EXPECTATIONS AMONG
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STABILITY**

Written and compiled by:

ERINA PUTRI WIJAYANTI

B100224636

The signatories believe that the thesis has met the requirements for thesis
examination acceptance.

Surakarta, 25 May 2026

Main Supervisor,

(Prof. Muhammad Sholahuddin, S.E., M.Si., Ph.D.)

NIK.824

Acknowledged by

Dean of the Faculty of Economics and Business

Muhammadadiyah Surakarta

(Prof. , S.E., M.Si., CSBA., CIPE.)

NIK.1171

THESIS AUTHENTICITY STATEMENT



Fakultas Ekonomi dan Bisnis
Universitas Muhammadiyah Surakarta
Jl. A. Yani No.157, Pabelan, Kartasura, Sukoharjo, Jawa Tengah 57162
Telp. +62271717417 psw. 3229
Website: <https://www.feb.ums.ac.id> | E-mail: feb@ums.ac.id

SURAT PERNYATAAN KEASLIAN SKRIPSI

Saya yang bertanda tangan dibawah ini:

Nama : ERINA PUTRI WIJAYANTI
NIM : B100224636
Program Studi : MANAJEMEN INTERNASIONAL
Judul Skripsi : ANALYSIS OF LONG-TERM CAREER
EXPECTATIONS AMONG FRESH GRADUATES:
MEASURING THE IMPACT OF BELIEF IN JOB
STABILITY

Menyatakan dengan sebenarnya bahwa skripsi yang saya buat dan serahkan ini merupakan hasil karya saya sendiri, kecuali kutipan-kutipan dan ringkasan-ringkasan yang semuanya telah saya jelaskan asal sumbernya. Apabila dikemudian hari terbukti dan atau dapat dibuktikan bahwa skripsi ini hasil jiplakan, maka saya bersedia menerima sanksi apapun dari Fakultas Ekonomi dan Bisnis dan atau gelar dan ijazah yang diberikan oleh Universitas Muhammadiyah Surakarta batal saya terima.

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Yang membuat pernyataan,



ERINA PUTRI WIJAYANTI

MOTTO

“Sufficient for us is Allah, and He is the best Protector.”

- *QS. Ali Imran: 173*

“Seek help through patience and prayer. Indeed, Allah is with the patient.”

QS. Al-Baqarah: 153

” The only limit to our realization of tomorrow is our doubts of today.”

- *Franklin D. Roosevelt*

“Education is the most powerful weapon which you can use to change the world”

- *Nelson Mandela*

DEDICATION

This humble work is dedicated to:

1. Allah SWT, For all the blessings, mercy, strength, health, and guidance bestowed upon the author, enabling the completion of this undergraduate thesis.
2. The Author's Beloved Parents, For their endless prayers, unconditional love, sacrifices, advice, perseverance, and unwavering support throughout the author's life.
May this humble work become a small source of pride and happiness in return for all the sacrifices and struggles that have been devoted to the author.
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ABSTRAK

Penelitian ini menguji bagaimana *Salary and Benefits*, *Career Development*, *Work-Life Balance*, *Corporate Image*, dan *Job Accessibility* memengaruhi *Long-Term Career Expectation* para *fresh graduate*, dengan mengeksplorasi fungsi mediasi dari *Belief in Job Stability*.

Penelitian ini dilatarbelakangi oleh kondisi pasar tenaga kerja yang volatil yang dihadapi oleh para lulusan perguruan tinggi terkini, yang secara signifikan membentuk pandangan profesional masa depan mereka. Memasuki dunia kerja setelah menyelesaikan pendidikan tinggi merupakan tonggak sejarah yang sangat penting bagi para lulusan baru. Fase transisi ini menuntut adaptasi yang substansial seiring individu berpindah dari lingkungan akademis yang terprediksi ke dalam lingkungan korporasi yang volatil dan sangat kompetitif. Lebih lanjut, di dalam lanskap ekonomi kontemporer—yang ditandai oleh disrupsi teknologi yang cepat dan tuntutan industri yang terus berkembang—mengamankan pekerjaan yang stabil telah menjadi tantangan yang semakin kompleks bagi para pendatang baru di pasar tenaga kerja. Menggunakan desain kausal kuantitatif, data empiris dikumpulkan dari 120 *fresh graduate* yang dipilih melalui teknik *purposive sampling* berdasarkan kriteria yang telah ditentukan. Pengumpulan data dilakukan melalui kuesioner skala Likert lima poin, yang kemudian dianalisis melalui *Partial Least Squares Structural Equation Modeling* (PLS-SEM) menggunakan perangkat lunak SmartPLS. Temuan empiris menunjukkan bahwa *Salary and Benefits*, *Career Development*, *Work-Life Balance*, *Corporate Image*, dan *Job Accessibility* memberikan dampak positif dan signifikan terhadap *Long-Term Career Expectations*. Secara bersamaan, hasil penelitian mengindikasikan bahwa *Belief in Job Stability* secara positif dan signifikan menentukan ekspektasi tersebut. Secara krusial, analisis mengungkapkan bahwa *Belief in Job Stability* menjembatani hubungan antara *Salary and Benefits*, *Career Development*, *Work-Life Balance*, *Corporate Image*, *Job Accessibility*, dan ekspektasi karier melalui mediasi komplementer. Temuan ini menegaskan bahwa aspirasi profesional jangka panjang di antara para lulusan baru tidak hanya didorong oleh atribut pekerjaan yang kasat mata, tetapi juga oleh penilaian kognitif mereka terhadap stabilitas pekerjaan. Oleh karena itu, perusahaan harus mengoptimalkan manfaat karier eksternal — termasuk kompensasi, reputasi perusahaan,

kemajuan karier, aksesibilitas pekerjaan, dan keseimbangan kehidupan kerja—serta mekanisme psikologis yang memupuk rasa aman.

Kata Kunci: *Salary and Benefits, Career Development, Work-Life Balance, Corporate Image, Job Accessibility, Belief in Job Stability, Long-Term Career Expectations, fresh graduates, PLS-SEM.*

ABSTRACT

This research examines how Salary and Benefits, Career Development, Work-Life Balance, Corporate Image, and Job Accessibility influence the Long-Term Career Expectations of fresh graduates, exploring the mediating function of Belief in Job Stability. The study is prompted by the volatile labor market conditions encountered by recent university graduates, which significantly shape their future professional outlooks. Entering the workforce after completing higher education represents a pivotal milestone for recent graduates. This transitional phase demands substantial adaptation as individuals shift from a predictable academic setting into a volatile and highly competitive corporate environment. Furthermore, within the contemporary economic landscape—marked by swift technological disruptions and evolving industrial requirements—securing stable employment has become an increasingly complex challenge for new entrants in the labor market. Utilizing a quantitative causal design, empirical data were gathered from 120 fresh graduates selected via purposive sampling based on predetermined criteria. Data collection was carried out through a five-point Likert scale questionnaire, with the data subsequently analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software. The empirical findings demonstrate that Salary and Benefits, Career Development, Work-Life Balance, Corporate Image, and Job Accessibility exert a positive and meaningful impact on Long-Term Career Expectations. Concurrently, the results indicate that Belief in Job Stability positively and significantly determines these expectations. Crucially, the analysis reveals that Belief in Job Stability bridges the link between Salary and Benefits, Career Development, Work-Life Balance, Corporate Image, Job Accessibility, and career expectations through complementary mediation. These insights underscore that long-term professional aspirations among recent graduates are driven not merely by tangible job attributes but also by their cognitive appraisal of employment stability. Consequently, enterprises must optimize both external career benefits—including compensation, corporate reputation, career progression, job accessibility, and work-life balance—and the psychological mechanisms that foster a sense of security.

Keywords: Salary and Benefits, Career Development, Work-Life Balance, Corporate Image, Job Accessibility, Belief in Job Stability, Long-Term Career Expectations, fresh graduates, PLSSEM.

FOREWORD

Assalamu'alaikum Wr. Wb.

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This thesis is submitted as one of the requirements for obtaining the Bachelor's Degree in Management at the Faculty of Economics and Business, Universitas Muhammadiyah Surakarta. During the process of completing this thesis, the author realized that there were many challenges, difficulties, and limitations encountered. However, with prayers, support, assistance, and guidance from many parties, this thesis was finally completed successfully.

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The author realizes that this thesis is still far from perfect. Therefore, constructive criticism and suggestions are sincerely expected for future improvement and refinement.

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Surakarta, 25 May 2026

Author,

Erina Putri Wijayanti

TABLE OF CONTENTS

COVER PAGE	i
VERIFICATION PAGE	ii
AUTHENTICITY STATEMENT PAGE	iii
MOTTO	iv
DEDICATION PAGE	vi
ABSTRACT	viii
FOREWORD	ix
TABLE OF CONTENTS	xiii
LIST OF TABLES	xv
LIST OF FIGURES	xvi
LIST OF APPENDICES	xvii
CHAPTER I INTRODUCTION	1
1.1 Background of the Problem	1
1.2 Problem Formulation	4
1.3 Research Objectives	5
1.4 Significance of the Study	5
CHAPTER II LITERATURE REVIEW	7
2.1 Theoretical Review	7
2.2 Previous Research	11
2.3 Conceptual Framework	15
2.4 Research Hypotheses	21

CHAPTER III RESEARCH METHODS	26
3.1 Research Design.....	26
3.2 Population and Sample	26
3.3 Data Types and Sources	27
3.4 Data Collection Methods	28
3.5 Variable Operational Definition	28
3.6 Data Analysis Techniques.....	32
3.7 Hypothesis Testing.....	34
CHAPTER IV DATA ANALYSIS AND DISCUSSION	35
4.1 Respondent Overview	35
4.2 Respondent Characteristics	36
4.3 Descriptive Statistics (Mean, X, Y, M)	39
4.4 Evaluation of the Measurement Models (Outer Model)	42
4.5 Evaluation of the Structural Models (Inner Model)	47
4.6 Hypothesis Testing.....	52
4.7 Discussion	57
CHAPTER V CONCLUSIONS AND SUGGESTIONS	67
5.1 Conclusion	67
5.2 Research Limitations	68
5.3 Recommendations	69
REFERENCES.....	71
APPENDICES	73

LIST OF TABLES

Table 2.1 Previous Research	11
Table 3.1 Likert Scale	28
Table 3.2 Operational Definitions.....	31
Table 4.1 Characteristics of Respondents by Gender	36
Table 4.2 Characteristics of Respondents by Age	37
Table 4.3 Characteristics of Respondents by Education Level	37
Table 4.4 Characteristics of Respondents based on Employment Status	38
Table 4.5 Outer Loading	42
Table 4.6 Reliability and AVE.....	43
Table 4.7 HTMT Discriminant Validity Test Results	44
Table 4.8 Results of the Fornell-Larcker Discriminant Validity Test	45
Table 4.9 Cross-Loading Test Results	46
Table 4.10 R-Square	47
Table 4.11 F-Square	48
Table 4.12 VIF Results	49
Table 4.13 Model Fit.....	50
Table 4.14 Q ² Predicts Assessment Results	51
Table 4.15 Hypothesis Testing Results	53

LIST OF FIGURES

Figure 2.1 Conceptual Framework Model	19
Figure 4.1 Inner Model	52

LIST OF APPENDICES

- Appendix 1 Research Questionnaire
- Appendix 2 Outer Model and Outer Loading Results
- Appendix 3 Reliability, AVE, HTMT, and Fornell-Larcker Results
- Appendix 4 Cross-Loading and R-Square Results
- Appendix 5 Bootstrapping, Path Coefficient, and Specific Indirect Effect Results