

**THE INFLUENCE OF GREEN EMPLOYEE RELATIONS AND GREEN
JOB POSITIONS AND DESCRIPTIONS ON JOB PURSUIT INTENTION
WITH EMPLOYERS' PRESTIGE AS MEDIATING VARIABLE AMONG
GENERATION Z IN YOGYAKARTA**

Presented as a Partial Fulfillment of the Requirements to Obtain the Bachelor
Degree of Sarjana Manajemen (S1) at the International Undergraduate Program in
Business Management, Faculty of Business and Economics,
Universitas Atma Jaya Yogyakarta



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**INTERNATIONAL UNDERGRADUATE PROGRAM
IN BUSINESS MANAGEMENT
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ATMA JAYA YOGYAKARTA**

2026

STATEMENT OF APPROVAL

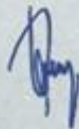
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15 Juni 2026

LETTER OF STATEMENT

THESIS

THE INFLUENCE OF GREEN EMPLOYEE RELATIONS AND GREEN JOB POSITIONS AND DESCRIPTIONS ON JOB PURSUIT INTENTION WITH EMPLOYERS' PRESTIGE AS MEDIATING VARIABLE AMONG GENERATION Z IN YOGYAKARTA

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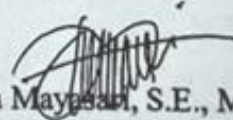
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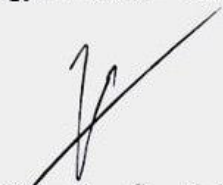
AUTHENTICITY ACKNOWLEDGEMENT

I hereby declare that the thesis with the title:

**THE INFLUENCE OF GREEN EMPLOYEE RELATIONS AND GREEN
JOB POSITIONS AND DESCRIPTIONS ON JOB PURSUIT INTENTION
WITH EMPLOYERS' PRESTIGE AS MEDIATING VARIABLE AMONG
GENERATION Z IN YOGYAKARTA**

Is entirely the result of my own thoughts and writing. I fully acknowledge that this
thesis does not include the work of others, except for those that have been
properly cited and listed in the references.

Yogyakarta, 15th June 2026



Niklaus Serafino Setiadi

MOTTO

*"Wie de wetten van het zijn nagaat...
er bestaat geen opdat, alles is omdat!"*

“He who traces the laws of being...
there is no 'so that', there is only 'because.'”

Over Vrije Studie, 1870

by Multatuli (Eduard Douwes Dekker)

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12. Lastly, I want to acknowledge myself. For not giving up when life, work, and circumstances made it tempting too. For pushing through when the situation was far from ideal. This thesis marks the end of a chapter, and I am proud that I saw it through.

I realize that this thesis has its limitations and may contain errors or gaps. I welcome any constructive criticism and suggestions that could improve the quality of my work. Finally, I hope this thesis proves to be useful and valuable to its readers.

ABSTRACT

This study examines the influence of green employee relations (GER) and green job positions and descriptions (GJPD) on job pursuit intention (JPI), with employers' prestige (PRE) as a mediating variable, among Generation Z in Yogyakarta, Indonesia. Grounded in Signaling Theory, Social Identity Theory, and the AMO Framework, seven hypotheses were tested using a quantitative cross-sectional survey. Primary data were collected from 278 Generation Z respondents across six higher education institutions in Yogyakarta via a self-administered online questionnaire. The instrument comprised 18 items adopted from Tang et al. (2018), Yong et al. (2020), and Highhouse et al. (2003), measured on a five-point Likert scale. Data were analyzed using PLS-SEM with SmartPLS 4 and bootstrapping at 5,000 subsamples.

All seven hypotheses are supported at $p < 0.05$. GER positively influences JPI ($\beta = 0.329$) and PRE ($\beta = 0.393$), while GJPD positively influences JPI ($\beta = 0.194$) and PRE ($\beta = 0.228$). PRE is the strongest direct predictor of JPI ($\beta = 0.343$). Both mediation paths constitute complementary partial mediation per Zhao et al. (2010): GER through PRE (indirect $\beta = 0.135$) and GJPD through PRE (indirect $\beta = 0.078$). The model explains 30.9% of variance in PRE and 51.7% in JPI. GER consistently outperforms GJPD across all pathways, confirming that participatory green practices generate stronger recruitment responses than formal job description signals. These findings extend Fernandez & Ganesan (2023) to the Indonesian Gen Z context.

Keywords: green human resource management, green employee relations, green job positions and descriptions, job pursuit intention, employers' prestige, Generation Z

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