

The Role of Compensation, Digital Recruitment, Social Media, and Employer Branding in Attracting Generation Z to Careers in Jakarta

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Abstract

This study aims to analyze the role of compensation, digital recruitment, social media, and employer branding in attracting Generation Z to pursue a career in Jakarta. The research method used is a quantitative approach with a purposive sampling technique. Data were collected through an online questionnaire distributed to 200 Generation Z respondents aged 18–28 years who live in Jakarta and are looking for work. Data analysis was conducted using multiple linear regression with the help of statistical software. The results show that partial compensation and digital recruitment have no effect on Generation Z's career interest. Meanwhile, social media and employer branding have a positive but insignificant effect on career interest. However, simultaneously compensation, digital recruitment, social media, and employer branding have a significant influence on Generation Z's career interest in Jakarta. These findings indicate that a company's strategy in attracting Generation Z cannot rely on a single factor, but requires an integrated approach that combines the use of social media and consistent strengthening of employer branding.

Keywords: *Compensation, Digital Recruitment, Social Media, Employer Branding, Gen Z.*

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INTRODUCTION

The development of information technology in the digital era has changed the dynamics of the workplace, including companies' strategies for attracting and retaining workers. Generation Z, individuals born between 1997 and 2012, is a productive age group now entering the job market. This generation has distinct characteristics compared to previous generations, including being more tech-savvy, demanding flexibility, and prioritizing work-life balance. These differing characteristics require companies to adapt their strategies to attract Generation Z, encouraging them to join and remain within their organization.

In this context, factors such as compensation, digital recruitment, social media, and employer branding are key to building a company's appeal to potential young employees. Several previous studies have shown that compensation influences employee motivation and performance. (Saman, 2020), while digital recruitment and *employer branding* have been shown to influence prospective employee interest in applying in several regions in Indonesia (Shalahuddin, Sari, & Nurul, 2022). However, most of these studies still discuss these factors separately.

On the other hand, compensation is often examined solely in the context of job satisfaction after employees join a company, rather than in the context of attracting initial interest from Generation Z to apply for jobs. However, compensation communicated early in

the recruitment process can be a determining factor in hiring decisions. Similarly, studies on digital recruitment primarily emphasize process efficiency and administrative convenience, but few address the effectiveness of these digital strategies in attracting Generation Z, who have unique preferences for the workplace.

In addition, the use of social media as a means of disseminating job vacancy information has become a major trend in the recruitment process. One example is the Tangerang City Manpower Office (Disnaker) actively shares the latest job vacancy information every day through the Instagram account @tangerang_cakapkerja, which presents *updates* from various sectors such as industry, offices, services, culinary, to opportunities for *fresh graduates*, while also providing career tips such as CV writing and job interview etiquette. This step helps the public, especially young job seekers, access accurate and valid information without having to search from many sources that are not necessarily reliable, thus expanding the reach of digital recruitment through social media (Antara, 2025).

However, research specifically comparing the effectiveness of various social media platforms such as Instagram, TikTok, and LinkedIn in attracting Generation Z is still relatively limited. Similarly, *employer branding* has been discussed more generally, without adequate emphasis on the aspects of authenticity and transparency, which are important considerations for Generation Z in choosing a workplace. Jakarta's context as a hub for business activity and career opportunities in Indonesia also presents its own characteristics and challenges. Most previous research on compensation, digital recruitment, social media, and *employer branding* has been conducted in other regions, leaving a research gap regarding how these four factors simultaneously influence Generation Z's interest in pursuing a career in Jakarta. Therefore, this study is crucial to fill this gap and provide a more comprehensive understanding.

Compensation

According to Hasibuan (Mardiana & Puspita, 2025), compensation is any form of payment or benefit provided by an organization to its employees as a reward for the services and responsibilities they have carried out. Compensation can be given in financial or non-financial forms. Financial compensation includes salaries, wages, bonuses, incentives, performance pay, stock ownership, health insurance, pension funds, employment insurance, and overtime pay. Meanwhile, non-financial compensation aims to retain employees in the long term, for example through employee service programs, a comfortable and safe work environment, interesting and challenging assignments, flexible working hours, giving responsibility, recognition for performance, and harmonious working relationships.

Furthermore, according to (Saman, 2020), compensation to employees must be fair and equitable because it can increase motivation and work productivity. Through appropriate compensation, employees will feel satisfied in carrying out their work. Furthermore, compensation not only plays a role in retaining existing employees but also becomes an attractive factor for prospective employees to apply for jobs. Meanwhile, according to Zakiah (Syah, Aminrulloh, Jamal, & Qurratu'aini, 2025; Ekanayaka, 2019), total compensation includes four main elements: salary, benefits (insurance), financial incentives, and non-financial compensation.

Digital Recruitment

Ekanayaka (2019) defines *e-recruitment* as the process of organizational activities using technology (such as the internet) to facilitate employee recruitment independent of space and time constraints with the aim of attracting, influencing, and acquiring competent workers. Bondarouk & Brewster (Nafasha & et al., 2025) further stated that digital recruitment refers to the use of digital technologies, such as online recruitment platforms, social media, *artificial intelligence* (AI), and *big data* in the workforce recruitment process. Meanwhile, according to Hegazy & Elsayed (2022), *E-recruitment* is the use of internet-based technology in the workforce recruitment process, which includes activities such as disseminating job vacancy

information, collecting and compiling applications, conducting online interviews, and digitally assessing candidates. Thus, *e-recruitment* can be defined as the process of searching for and selecting prospective employees online through company websites, job portals, or various other digital platforms. Furthermore, *e-recruitment* increases the efficiency and effectiveness of the recruitment process by reaching a wider range of applicants in a shorter time, as stated by Rivai (Widia & Puji, 2025) .

Social media

According to Tuten & Solomon in (Suci & Hapsari, 2025) social media is a means to communicate and collaborate online with various networks of people, communities, and organizations that are interconnected and interdependent, equipped with technological capabilities and mobility. Meanwhile, according to (Mowbray & Hazel, 2020) stated that social media is an *online social network* that is often used by the general public to search for information about job vacancies. Then social media can be used by companies to display a positive image that is owned so that it is able to provide a positive picture to job applicants, which in this case certainly provides attraction and influences a job application process (Sukresno & Fadli, 2023) . Then social media in the context of workforce recruitment is defined by Hosain & Liu in (Ananda & Awan, 2024) as a company's activity in disseminating information about job vacancies using social media. Meanwhile, according to Pham & Vo in (Ananda & Awan, 2024) social media has three indicators as follows:

1. Ease of search
2. Complete information
3. Review

Employer Branding

Employer branding is an internal and external communication strategy regarding the unique attributes that shape a company's identity as an employer and what differentiates it from other companies, with the aim of attracting and retaining potential and current employees (Yameen, Bharadwa, & Ahmad, 2021) . According to Backhaus and Tikoo in (Sastia & Tandiyono, 2025) , *employer branding* is key in attracting and retaining the best talent, because prospective applicants' perceptions of a company's reputation greatly influence their decision to apply. Meanwhile, according to Fomburn in (Sukresno & Fadli, 2023) , companies can use the company's reputation factor as a parameter to determine prospective job applicants' views on their interest in applying for a job. Then, the employer branding strategy is to build a company's identity as a positive and attractive workplace for prospective and current employees, as stated by Grigore et al. in (Sastia & Tandiyono, 2025) .

Gen Z's Career Interest

According to Afra in (Jannavi & Utami, 2025) , interest is an individual's desire for something to achieve what they desire. Applying for a job is a process where someone shows their interest in joining a company. This stage begins with seeking information about the company, understanding the position offered, and then sending a cover letter to the company concerned (Makrufa & Saibat, 2024) . Furthermore, according to (Mauri, 2022) , career path selection should be tailored to interests and career planning, as interest is considered a primary motivating factor influencing individual actions. Meanwhile, according to (Nawakitphaitoon & Sooraksa, 2023), interest in applying for a job can be interpreted as a drive within a person to learn more about an organization, make contact with the organization, and try to get an interview call.

METHODOLOGY

In this study, the author used a quantitative method. According to Sugiyono (2019), quantitative research is a type of research methodology that collects information by measuring or observing certain variables to evaluate hypotheses. In quantitative research, data is often represented by numbers or numerical values, which are then subjected to statistical analysis. Quantitative research aims to produce information that can be verified. The author will distribute a questionnaire via Google Form to respondents. The questionnaire will serve as a tool to analyze the role of compensation, digital recruitment, social media, and employer branding in Gen Z.

A theoretical framework describes the relationships between the variables to be studied. Based on previous research and the hypotheses outlined, the framework for this study is as follows:

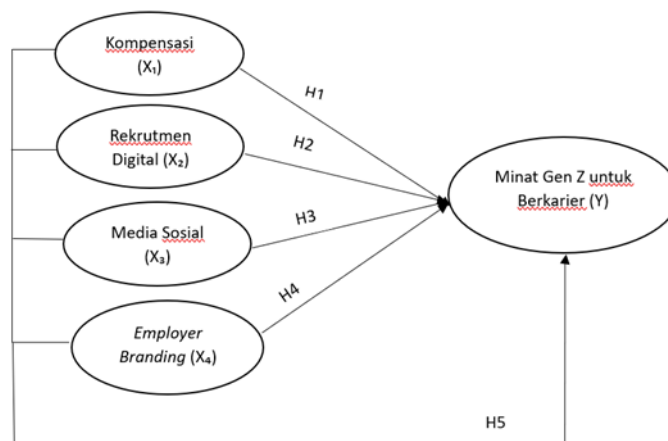


Figure 1. Framework of Thought

- H1: There is a role for compensation in attracting Gen Z's interest in pursuing a career
H2: There is a role for Digital Recruitment in attracting Gen Z's interest in pursuing a career
H3: There is a role for Social Media in attracting Gen Z's interest in pursuing a career
H4: There is a role for Employer Branding in attracting Gen Z's interest in pursuing a career
H5: Compensation, Digital Recruitment, Social Media and Employer Branding play a role in attracting Gen Z's interest in pursuing a career.

In this study, the population was Gen Z in Jakarta, and a *purposive sampling technique* was used. *Purposive sampling* is a sampling technique commonly used in research. Targeted sampling is sampling carried out according to the required sample size. Sampling is done intentionally by taking only certain samples that have certain characteristics, traits, criteria, or traits. Therefore, the sampling was not done randomly (Fauzy.A, 2019). The sampling criteria in this study include:

- Age 18 - 28 Years / Generation Z
- Fresh graduates who are looking for work
- Domiciled in Jakarta

To assist in calculating the data results in this study, researchers used a software tool, namely IBM SPSS Statistics 27. The data obtained will be analyzed using statistical methods with multiple linear regression tests used to see the constant value of each variable is positive or negative. In addition, the test conducted is a t-test that functions to determine whether the independent variable partially affects the dependent variable.

RESULTS AND DISCUSSION

Data Instrument Test

1. Validity Test

By sending questionnaires to 200 respondents, a validity test was carried out using item analysis with the product moment person correlation coefficient, the validity test was used to determine whether or not a questionnaire that had been tested using SPSS Version 27 software was valid.

a. Compensation Validity Test (X1)

Table 1. Results of X1 Validity Test

Variables	Indicator	r count	r table	Information
X1	X1.1	0.483	0.1388	Valid
	X1.2	0.315	0.1388	Valid
	X1.3	0.277	0.1388	Valid
	X1.4	0.466	0.1388	Valid
	X1.5	0.442	0.1388	Valid

Source: Processed data (2026)

This shows the significance test of the validity of the instrument that compares the calculated r and the table r using $df = N-2$ where N is the number of samples of 200 respondents minus 2, and the df is 198 with a significance level of 5% or 0.05, then the table r is known to be 0.1388.

b. Digital Recruitment Validity Test (X2)

Table 2. Results of the X2 Validity Test

Variables	Indicator	r count	r table	Information
X2	X2.1	0.510	0.1388	Valid
	X2.2	0.384	0.1388	Valid
	X2.3	0.405	0.1388	Valid
	X2.4	0.387	0.1388	Valid
	X2.5	0.352	0.1388	Valid

Source: Processed data (2026)

This shows the significance test of the validity of the instrument that compares the calculated r and the table r using $df = N-2$ where N is the number of samples of 200 respondents minus 2, and the df is 198 with a significance level of 5% or 0.05, then the table r is known to be 0.1388.

c. Solution Media Validity Test (X3)

Table 3. Results of the X3 Validity Test

Variables	Indicator	r count	r table	Information
X3	X3.1	0.495	0.1388	Valid
	X3.2	0.513	0.1388	Valid
	X3.3	0.449	0.1388	Valid
	X3.4	0.483	0.1388	Valid
	X3.5	0.366	0.1388	Valid

Source: Processed data (2026)

This shows the significance test of the validity of the instrument that compares the calculated r and the table r using $df = N-2$ where N is the number of samples of 200 respondents minus 2, and the df is 198 with a significance level of 5% or 0.05, then the table r is known to be 0.1388.

d. Employer Branding Validity Test (X4)

Table 4. Results of the X4 Validity Test

Variables	Indicator	r count	r table	Information
X4	X4.1	0.542	0.1388	Valid
	X4.2	0.321	0.1388	Valid
	X4.3	0.425	0.1388	Valid
	X4.4	0.445	0.1388	Valid
	X4.5	0.414	0.1388	Valid

Source: Processed data (2026)

This shows the significance test of the validity of the instrument that compares the calculated r and the table r using $df = N-2$ where N is the number of samples of 200 respondents minus 2, and the df is 198 with a significance level of 5% or 0.05, then the table r is known to be 0.1388.

e. Gen Z Career Interest Validity Test (Y)

Table 5. Results of the Y Validity Test

Variables	Indicator	r count	r table	Information
Y	Y1	0.477	0.1388	Valid
	Y2	0.314	0.1388	Valid
	Y3	0.195	0.1388	Valid
	Y4	0.548	0.1388	Valid
	Y5	0.467	0.1388	Valid

Source: Processed data (2026)

This shows the significance test of the validity of the instrument that compares the calculated r and the table r using $df = N-2$ where N is the number of samples of 200 respondents minus 2, and the df is 198 with a significance level of 5% or 0.05, then the table r is known to be 0.1388.

2. Reliability Test

Ghozali (in Puspita, 2018) stated that a variable is considered reliable if it has a Cronbach's Alpha > 0.60. This reliability test was conducted on 200 respondents.

Reliability Statistics	
Cronbach's Alpha	N of Items
.514	25

Figure 2. Reliability Test Results
 Source: Researcher Processing (2026)

The results of the reliability test show that all variables have an Alpha coefficient that meets the criteria to be said to be reliable, namely > 0.60, so that the items in each variable concept are suitable for use as measuring tools.

Classical Assumption Test

1. Normality Test

According to Ghozali (in Azizah, Dahliani, & Edi, 2023) , normally distributed residual variables are determined by the Monte Carlo significance value. The Monte Carlo Exact Test was used to determine the normality test in this study. If the Monte Carlo Sig (2-tailed) value is greater than 0.05, the data in this study can be declared normally distributed. If the Monte Carlo Sig (2-tailed) value is less than 0.05, the data in this study can be declared non-normally distributed. The statistical calculation of normality is as follows:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		200	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	.87553257	
Most Extreme Differences	Absolute	.054	
	Positive	.054	
	Negative	-.036	
Test Statistic		.054	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^e	Sig.	.160	
	95% Confidence Interval	Lower Bound	.109
		Upper Bound	.211

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. This is a lower bound of the true significance.
 e. Lilliefors' method based on 200 Monte Carlo samples with starting seed 2000000.

Figure 3. Normality Test Results
 Source: Researcher Processing (2026)

The results of the Kolmogorov-Smirnov test can be concluded that the Monte Carlo Sig (2-tailed) value is 0.160 which states that all variables are not less than 0.05, so it can be said that all variable data are normally distributed.

2. Multicollinearity Test

According to Ghozali (Azizah, Dahliani, & Edi, 2023) , multicollinearity testing is conducted using the Variance Inflation Factor (VIF) and Tolerance (TOL) methods. If the VIF value is greater than 10, multicollinearity can be declared, while if the Tolerance value is greater than 0.10, it indicates that the regression model does not experience multicollinearity. Based on the results of distributing questionnaires to 200 respondents, the results of the multicollinearity test were obtained as follows.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.074	1.463		4.834	<.001		
	X1	.038	.071	.038	.539	.591	.767	1.303
	X2	.083	.066	.089	1.269	.206	.801	1.249
	X3	.212	.057	.259	3.724	<.001	.808	1.238
	X4	.262	.064	.281	4.089	<.001	.826	1.211

a. Dependent Variable: Y

Figure 4. Multicollinearity Test Results
 Source: Researcher Processing (2026)

Based on the table above, it shows that all variables have a tolerance value of 0.10 and a VIF value of 10. This can be said that all independent variables in this study do not experience multicollinearity.

3. Heteroscedasticity Test

Decision making is based on looking at probability figures with: a. If the significance or probability value is > 0.05 then the hypothesis is accepted because the data is not heteroscedastic. b. If the significance or probability value is < 0.05 then the hypothesis is rejected because the data is heteroscedastic.

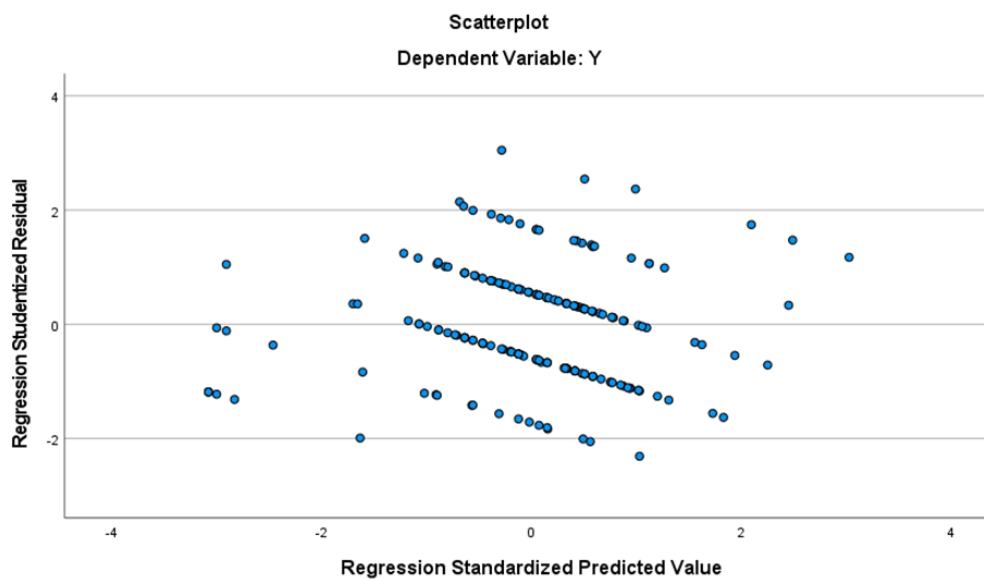


Figure 5. Heteroscedasticity Test Results
Source: Researcher Processing (2026)

Regression Assumption Test

This test is conducted to determine the influence of two or more independent variables on one dependent variable using multiple linear regression analysis. Similar to this study, the question is whether there is a relationship between Compensation (X1), Digital Recruitment (X2), Social Media (X3), and Employer Branding (X4) with Gen Z's career aspirations (Y). The following formula is used to create the regression equation:

$$Y = a + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$$

Y = Dependent Variable

a = Constant Value

β_1 = Regression coefficient of the first independent variable (Compensation)

β_2 = Regression coefficient of the second independent variable (Digital Recruitment)

β_3 = Regression coefficient of the third independent variable (Social Media)

β_4 = Regression coefficient of the fourth independent variable (Employer Branding)

X1 = Compensation Variable

X2 = Digital Recruitment Variable

X3 = Social Media Variable

X4 = Employer Branding Variable

e = Error term

Based on the results of the questionnaire, the following regression test results were obtained:

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.074	1.463		4.834	<.001		
	X1	.038	.071	.038	.539	.591	.767	1.303
	X2	.083	.066	.089	1.269	.206	.801	1.249
	X3	.212	.057	.259	3.724	<.001	.808	1.238
	X4	.262	.064	.281	4.089	<.001	.826	1.211

a. Dependent Variable: Y

Figure 6. Regression Test Results
 Source: Researcher Processing (2026)

With the regression results as shown in the table above, the following regression equation is obtained:

$$Y = 7.074 + 0.038 X1 + 0.083 X2 + 0.212 X3 + 0.262 X4$$

The table above shows the relationship between the independent variables and the dependent variables partially. From this equation, the following conclusions can be drawn :

- The constant value is 7.074, meaning that if there is no change in the Compensation, Digital Recruitment, Social Media, and *Employer Branding variables* (the values of X1, X2, X3, X4 are zero (0), then Gen Z's career interest is 7.074).
- The Compensation coefficient value (X1) is 0.038, meaning that Compensation has an effect on Gen Z's interest in pursuing a career, so that an increase in Compensation will be followed by an increase in Gen Z's interest in pursuing a career.
- The coefficient value of Digital Recruitment (X2) is 0.155, meaning that Digital Recruitment has an influence on Gen Z's interest in pursuing a career, so that with an increase in Digital Recruitment, it will be followed by an increase in Gen Z's interest in pursuing a career.
- The coefficient value of Social Media (X3) is 0.212, meaning that Social Media has an influence on Gen Z's interest in pursuing a career, so that with an increase in Social Media, it will be followed by an increase in Gen Z's interest in pursuing a career.
- The *Employer Branding* coefficient value (X4) is 0.262, meaning that *Employer Branding* has an influence on Gen Z's interest in pursuing a career, so that an increase in *Employer Branding* will be followed by an increase in Gen Z's interest in pursuing a career.

Hypothesis Testing

T-test

According to Ghozali in (Azizah, Dahliani, & Edi, 2023) , the t-statistical test essentially shows the extent to which an explanatory or independent variable individually influences the variation of the dependent variable. The test can be performed by comparing the calculated statistical value and the table value, Ha, if the calculated t-value is greater than the table value. The calculated t-value can be seen in the regression results, and the table t-value is obtained through sig. $\alpha = 0.05$ with $df = n - k$. Furthermore, if the significant probability is less than 0.05, the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. The test results are as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.074	1.463		4.834	<.001		
	X1	.038	.071	.038	.539	.591	.767	1.303
	X2	.083	.066	.089	1.269	.206	.801	1.249
	X3	.212	.057	.259	3.724	<.001	.808	1.238
	X4	.262	.064	.281	4.089	<.001	.826	1.211

a. Dependent Variable: Y

Figure 7. T-Test Results
 Source: Researcher Processing (2026)

Table 6. Comparison of t count and t table

Variables	Sig	t count	t table	Information
Compensation	0.591	0.539	1.65	No effect
Digital Recruitment	0.206	1,269	1.65	No effect
Social media	< 0.001	3,724	1.65	Influential
<i>Employer Branding</i>	< 0.001	4,089	1.65	Influential

Based on the table above, the following conclusions can be drawn:

- a. Hypothesis Testing 1
 Based on the SPSS output, it is known that the significant value for the influence of X1 on Y is $0.591 > 0.05$ and $t \text{ count } 0.539 < t \text{ table } 1.65$, so it can be concluded that H1 is rejected, which means there is no influence of X1 on Y.
- b. Hypothesis Testing 2
 Based on the SPSS output, it is known that the significant value for the influence of X2 on Y is $0.206 > 0.05$ and the calculated t is $1.269 > t \text{ table } 1.65$, so it can be concluded that H2 is accepted, which means there is no influence of X2 on Y.
- c. Hypothesis Testing 3
 Based on the SPSS output, it is known that the significant value for the influence of X3 on Y is $0.001 < 0.05$ and the calculated t is $3.724 > t \text{ table } 1.65$, so it can be concluded that H3 is accepted, which means that there is an influence of X3 on Y but it is not significant.
- d. Hypothesis Testing 4
 Based on the SPSS output, it is known that the significant value for the influence of X4 on Y is $0.001 < 0.05$ and the calculated t is $4.089 > t \text{ table } 1.65$, so it can be concluded that H4 is accepted, which means that there is an influence of X4 on Y but it is not significant.

F test

To determine the relationship between the variables of Compensation, Digital Recruitment, Social Media and *Employer Branding* on Gen Z's career interest significantly or not, an F test was conducted. From the results of calculations using the SPSS program, the following calculation results were obtained:

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.410	4	11.853	15.151	<.001 ^b
	Residual	152.545	195	.782		
	Total	199.955	199			

a. Dependent Variable: Y
 b. Predictors: (Constant), X4, X2, X3, X1

Figure 8. F Test Results
 Source: Researcher Processing (2026)

The calculation using SPSS yielded an F-value of 15.151 with a P-value of 0.001. Since the P-value is less than 0.05, the regression model suggests that compensation, digital recruitment, social media, and *employer branding* simultaneously influence Gen Z's career interest.

Coefficient of Determination (R²) Test

According to Sahir in (Purnama Sari, 2024) , the coefficient of determination in principle looks at the magnitude of the influence of the independent variable (X) on the dependent variable (Y). If the coefficient of determination in the regression model is closer to zero, it means that the influence of all independent variables (X) on the dependent variable (Y) is smaller, or it can be said that the R² value is getting closer to 100%, meaning that the influence of all independent variables on the dependent variable is greater.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.487 ^a	.237	.221	.88447

a. Predictors: (Constant), X4, X2, X3, X1
 b. Dependent Variable: Y

Figure 9. R² Test Results
 Source: Researcher Processing (2026)

Based on the table above, it can be concluded that the Adjusted R Square (Coefficient of Determination) value is known to be 0.221, which indicates that the independent variables, namely Compensation, Digital Recruitment, Social Media and *Employer Branding*, together have a joint contribution of 22.1%, while the rest is influenced by other variables not studied.

CONCLUSION

This study aims to analyze the effects of compensation, digital recruitment, social media, and employer branding on the career interest of Generation Z in Jakarta. The findings from the multiple linear regression analysis reveal that compensation and digital recruitment do not have a statistically significant effect on Generation Z's career interest. Meanwhile, social media and employer branding exhibit positive, yet individually insignificant, effects. Nevertheless, the simultaneous testing results indicate that compensation, digital recruitment, social media, and employer branding jointly exert a significant influence on Generation Z's career interest.

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