

The Effect of Career Aspiration and Career Calling on Perception of Employability with Opportunity Awareness as an Intervening Variable and Effect of Career Aspiration and Career Calling on Opportunity Awareness and Perceived Employability

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Abstract

Perceived employability, career aspirations, career calling, and opportunity awareness are important things that need to be considered for alumni and final year students in higher education because it is related to the preparation they will face after graduating from college, namely when they enter the world. real work. This study uses a sample of alumni and final year students of public and private universities in the city of Semarang. The sample used is 100 respondents and data processing is done using SMART PLS3. The results show that career aspirations have a positive and significant effect on opportunity awareness, career aspirations have a negative and significant effect on perceived employability, career calling have a positive and significant impact on opportunity awareness, career calling have a negative and significant effect on perceived employability, opportunity awareness has a positive and significant impact on perception employability, while the opportunity awareness variable is able to mediate the effect of career aspirations on perceived employability, and opportunity awareness is able to mediate the effect of career calling on perceived employability.

Keywords: Perceived employability, career aspiration, college student.

1. Introduction

In this era, human resources play an important role in a company or organization. Arianty (2016) states that human resources are resources that have reason, ideas, taste, knowledge, desire, skills, and encouragement to work in organizations or companies that can later contribute to the company or organization itself. Human resources are also required and expected as employees who are always ready and capable to realize organizational goals. Human resources play a vital role in an organization or company because the success of an organization or company is measured by the quality and performance of human resources in the organization or company. Human resources (HR) is a valuable asset in the organization. both formal and non-formal organizations, whether it's a profit organization, because with the presence of human resources in the organization it can run well (Prayogi et al., 2019). Apart from being seen from the side of its human resources, the organization or company also plays an important role in building the quality and creativity of its human resources. Organizations or companies that pay more attention to their employees will also be reflected in the quality of their employees.

Before someone decides to work for an organization or company, that person usually has to determine their interests and talents related to the field they will enter in the world of work later, because this is also very influential when someone has started to enter the world of work. One of the important factors of human resources is perceived employability or work skills. Perceived Employability is something that has been studied a lot in various fields of science, for example in psychology and management science, especially human resource management. According to Álvarez-González et al., (2017) The notion of perceived employability is understood as an individual's subjective perception of his capacity to get and keep a job, as well as in terms of getting a new job if this is necessary. There are

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several methods that can be used to measure the ability of an employee or employees, Pool & Sewell (2007) in his research, he made a model which is a key combination to get a job, the model is called "CareerEDGE" components (Career development learning, experience, degree subject knowledge, understanding and skills, generic skills, and emotional intelligence), in the model there is a components consisting of: career development learning, experience, subject degrees of knowledge, understanding and skills, generic skills, and emotional intelligence) then based on these components are used as parameters for the development of perceived employability of an employee.

In addition to perceived employability, another factor that is also important for human resources in an organization or company is career aspiration. In his research Olenik-Shemesh et al., (2018) revealed that career aspiration refers to the desire and interest of individuals in choosing a particular career and this is one of the factors considered to have an effect on the welfare of a person growing up. Career aspirations are also considered capable of providing insight or knowledge that is directly related to the individual's sense of well-being and the way the individual views himself in relation to self-efficacy. Dudovitz et al., (2017) in his research revealed that to the continuous longitudinal relationship between career aspiration, academic ability, and achievement in education, they tend to think of themselves as students who have achievements, and already have aspirations in career fields that are in accordance with their higher education. There are several factors that influence the existence of career aspiration, among others, such as gender, social and economic status, academic education possessed, occupation and level of education owned by parents (Nadeem & Khalid, 2018). Negru et al., (2011) revealed that when an individual is in the process of becoming an adult, the aspirations they have have an important role in determining the fate of the individual, because the maturity of an individual appears when the aspirations they have have experienced the real reality that occurred.

Another thing to consider is career calling. Career calling itself is a career goal to be achieved by an individual that stands out in terms of the personality of an individual who has a special meaning and one of them has an orientation to help others (Praskova et al., 2015). However, to date, there is still no universal agreement regarding the definition, origin or scope of the development of career calling itself (Wrzesniewski, 2012). Until now, the general meaning used to define career calling is as an individual who is an adult and has a calling or calling to do the work for which they are responsible with meaning, meaning and strong purpose, and has a great desire to contribute. for other individuals and for society at large through the work that individual does (Duffy & Dik, 2013); (Steger et al., 2010). Based on the perspectives that have been discussed relating to career calling that occurs in an individual when he is approaching the stage of becoming an adult, it can be represented as a prominent self-steadiness with a higher order or order and a clearer direction of career goals so that later it will provide meaning for the individual with the career calling (Duffy & Dik, 2013).

Sequeira (2012) in his research states that opportunity awareness is something that requires awareness from every individual. The way to always maintain opportunity awareness is to always keep the senses owned by each individual, such as eyes and ears, to stay alert. At times like this, many individuals feel frustrated because there are no opportunities they find, so the impact on an individual is that they cannot achieve what they want. However, this is not entirely true, because opportunities can be found and obtained anywhere. What is needed now is the ability and skills to more carefully see, explore, and explore opportunities. Opportunity awareness is also one of the factors that encourage individual interest in entrepreneurship. Opportunity awareness can be studied through the mechanism of supply and demand that occurs in the market (Ebrahim & Schott, 2011). Researchers have found that more than 70% of information enters the sensory system of each individual through the eyes. Again, it was found that humans only use about 10% of their listening ability and only about 25% of their memory potential. Therefore, it can be concluded that the individual's eye and ear senses have a very vital role in obtaining and processing information into the system and a vigilance is needed (McGrath, 2004).

Based on the research that has been done previously. This research is based on human resource management, especially focusing on individuals who are going through a transition period to become mature individuals. For an individual who will grow up, for example, a final year student at a college or an individual who has just graduated from college, they will be faced with determining their future, especially in the career world. College students or alumni will be assessed regarding their views on their future in the career field using the variables that have been determined by the researcher. The variables used in this study are perceived employability, career calling, career aspiration, and opportunity awareness. Through these variables, it is expected to be able to provide an overview of the interests and abilities of students or college alumni regarding the views or prospects they want in the career world.

2. Literature Review

Career aspiration is the desire, interest, and desire of an individual in determining or choosing a career (Olenik-Shemesh et al., 2018). Someone who is highly educated and has good academic qualities generally already has aspirations in a career after graduating from college. Meanwhile, opportunity awareness is a matter related to the awareness possessed by each individual (Sequeira, 2012). The relationship between career aspiration and opportunity awareness is that when someone has a definite career aspiration, that person tends to have a higher level of opportunity awareness compared to people or individuals who do not have career aspiration (Al-Bahrani et al., 2020; Dar, 2019). Based on previous studies, the hypothesis is:

H1: Career Aspiration has an effect on Opportunity Awareness

Career aspiration refers to the willingness of an individual to choose a particular career, the individual's desire to choose a particular career (Olenik-Shemesh et al., 2018), and is an important factor that can affect an individual who is growing up or in transition. The level of career aspiration and the processes involved are related to and are one of the main factors that can affect well-being in the transition period of a young person into an adult. The level of career aspiration and all the processes involved are closely related to perceived employability and also the career development process of an individual. Someone with high career aspiration will usually show a high perceived employability, because this is related to the aspirations of an individual, especially those who are in the transition to adulthood. (Forstenlechner, et al 2014). Based on previous research that has been discussed in the introduction, the hypothesis is:

H2: Career Aspiration has an effect on Perceived Employability

The relationship between career calling and certain types of work on opportunity awareness and the reasons why these two variables are interrelated has been found in a series of previous studies for certain types of work with life satisfaction—and the reasons why these two variables are related—have been well documented in a series of studies for example, Duffy et al., (2017). When someone has career calling, it is believed that they are interested in the career they choose personally and also individuals who have career calling and opportunity awareness are considered to be happier because the alignment between career calling and opportunity awareness illustrates the meaning of life that is more meaningful. worth the price apply the call and experience the higher meaning of life (Douglass et al., 2016) Douglass, Duffy, & Autin, 2016; Duffy et al., 2013; Steger et al., 2010). Based on previous research that has been discussed in the introduction, the hypothesis is:

H3: Career Calling has an effect on Opportunity Awareness

When a person dedicates his work to others, enjoys his work, feels more meaningful, feels happy and proud of his work and the work done as a form of worship, this indicates that that person can recognize career calling as religiosity (Hall & Chandler, 2009). Professional workers can use their abilities to achieve career goals, show a better attitude, use a series of appropriate actions according to their conscience and maximize in achieving good results from the work they do for themselves and others. Lestari & Kusumaputri (2017) in her research on employees in the city of Yogyakarta, it was found that there was a direct and significant effect between career calling and perceived employability. These results indicate that the awareness that each employee has regarding the way they recognize the source of career calling is already high, so this will increase employees' understanding of perceived employability. Praskova et al., (2015) tested a goal-setting mediation model, in which career calling was associated with better life satisfaction and more positive perceptions of future employability. This relationship is explained by using self-regulation mechanisms in the form of increasing work effort, career strategy, and emotional. Consistent with previous research on the relationship between career calling and well-being (Duffy & Dik, 2013) and between job interests and perceived workability (De Vos et al., 2009), higher career calling is associated with more positive perceived employability. Based on previous research that has been done, the hypothesis is:

H4: Career Calling has an affect on Perceived Employability

Opportunity awareness is a person's perspective on seeing an opportunity and taking advantage of it (Sequeira, 2012; Ebrahim & Schott, 2011). The relationship between opportunity awareness and perceived employability also needs to be studied. Several research models have been developed to investigate perceived employability (Ludlow & Klein, 2014; Álvarez-González et al., 2017). Some were carried out among employees and some among students. Research conducted by Jackson & Wilton (2017) discusses the relationship between perceived employability and opportunity awareness in Australia. The results show that perceived employability is more common among scholars who see a lot

of opportunity awareness because they are more aware of the dynamic world development, their self-confidence, and their integration. Based on the results of previous studies, the hypothesis is:

H5: Opportunity Awareness has an affect on Perceived Employability

There are several studies that explain the relationship between career aspirations and perceptions of work ability, but not many have used opportunity awareness as an intervening variable. The relationship between career aspirations and job perceptions can be seen through previous studies, such as those conducted by Olenik-Shemesh et al., (2018) and Forstenlechner, et al (2014). Therefore, in this study, we want to try to add the opportunity awareness variable as an intervening variable because we want to see the indirect effect on the relationship between career aspirations and perceived employability. So, the hypothesis is:

H6: Opportunity Awareness mediates the effect of Career Aspiration on Perceived Employability

There are several studies that explain the relationship between career calling and perceived employability, but there is no research that uses opportunity awareness as an intervening variable. The relationship between career aspirations and job perceptions can be seen through previous studies, such as those conducted by Olenik-Shemesh et al., (2018) dan Forstenlechner, et al (2014). Therefore, in this study, we want to try to add the opportunity awareness variable as an intervening variable because we want to see the indirect effect on the relationship between career aspirations and job perceptions. So, the hypothesis is:

H7: Opportunity Awareness mediates the effect of Career Calling on Perceived Employability

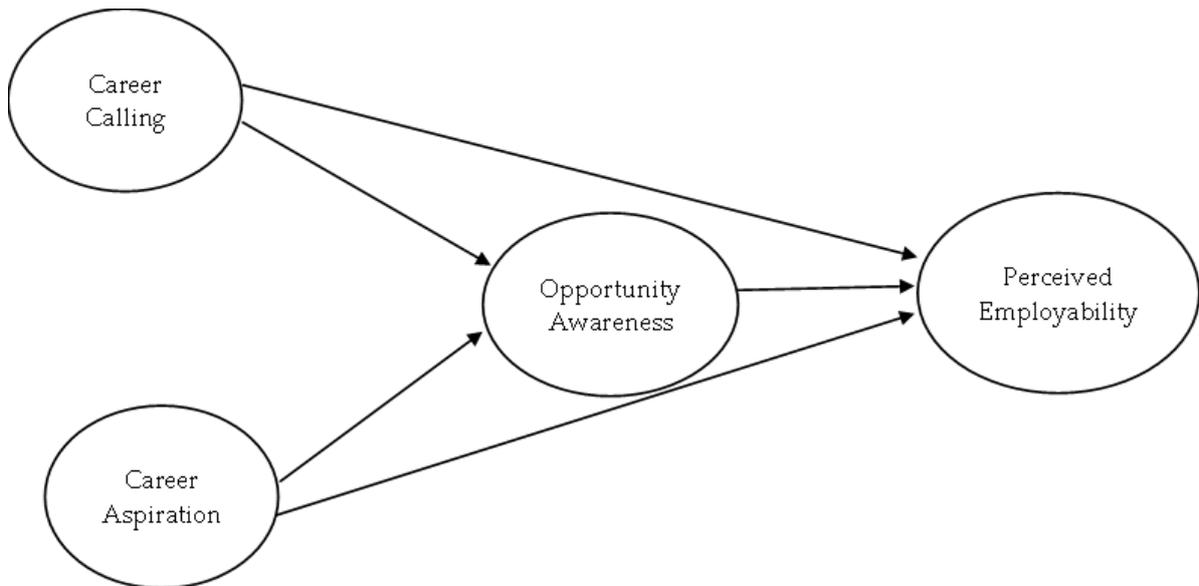


Figure 1. Conceptual Framework

3. Research Method and Materials

3.1. Research Approach

This study uses a quantitative approach. According to Yusuf (2017) quantitative research, especially those related to human resources, is carried out by paying attention to individual behavior and relating to existing social realities. The variables used in this study consisted of independent and dependent variables. The independent variables used are career calls, career aspirations, and opportunity awareness, the dependent variable is the perception of work ability. This research was conducted by conducting a survey, then taking samples from the existing population. The population in this study were alumni and final semester students who were working on their thesis, which consisted of final year students or graduates of state university students and private university students in Semarang. The population obtained is 129 respondents, while the sample taken is 100 respondents through random sampling.

3.2. Population and Sample

The population in this study are alumni and final semester students who are working on theses, both state university students and private university students in Semarang. The population obtained is 129 respondents, while the sample taken is 100 respondents through random sampling.

3.3. Data collection technique

In this study, the researcher used a questionnaire as a way to collect data from the respondents. The questionnaire is a data collection technique that is carried out by providing written questions that are relevant to the research being conducted (Yusuf, 2017). Questionnaires were distributed to respondents who are alumni and final year students who are working on theses, both state and private university students in the form of a google form in October 2021.

3.4. Data analysis technique

There are two stages used to analyze research data using Smart PLS 3, namely:

- a. Study the measurement model (outer model) by testing the construct variable, which is the validity of the variables in the form of accuracy and reliability. namely variable reliability and validity (accuracy level) which consists of internal consistency (composite reliability), average variance extract /AVE validity, and the third is discriminant validity (Hair, Hult, Ringle, & Sarstedts, 2014).
- b. Study the structural model (inner model) by testing the research hypothesis itself. In this model, there are three parts that need to be studied, namely collinearity (variant collinearity inflation factor/VIF), and testing the importance of structural model path coefficient.

4. Results and Discussion

4.1. Measurement model analysis (outer model)

The analysis using the study of the measurement model (outer model) uses 2 test methods, which consist of reliability and construct validity and discriminant validity following the test results.

Construct reliability and validity

Construct validity and reliability are tests to measure the reliability of a construct. The construct reliability score should be high enough. Cronbach Alpha criteria with standard > 0.6 and Composite Reliability with standard > 0.7 (Sarstedt & Cheah, 2019).

Table 1. Composite Reliability Test

Variable	Cronbach Alpha	Composite Reliability	Conclusion
Career Aspiration	0.765	0.846	Reliable
Career Calling	0.683	0.803	Reliable
Opportunity Awareness	0.747	0.838	Reliable
Perceived Employability	0.750	0.834	Reliable

Source: Data of SMART PLS3 2021

Based on the table 1, the results of the data processing show that the Cronbach Alpha and Composite Reliability numbers are in accordance with existing standards, which means this shows good results.

In addition to testing reliability (table 2), this study also tested validity using the AVE (Average Variance Extract) parameter and the outer loading value. The standard AVE value in this study is > 0.5 , while the outer loading value of each indicator must also be > 0.5 .

Based on the table 2, the AVE (Average Variance Extracted) value in this study for the Career Calling, Career Aspiration, Career Awareness, and Perceived Employability variables has exceeded the AVE standard limit determined so that all variables in this study are declared valid.

The next step in data processing using SMART PLS3 is to test the variables using the coefficient of determination or R square, this is the method used to see how much endogenous constructs can be explained using exogenous constructs. A good value of the coefficient of determination (R Square) is a scale of 0 and 1. If the R Square value shows a number of 0.75 it indicates that the research model is strong, if the number is 0.50 it indicates that the research model is moderate, and if the number indicates 0.25 hence the research model is weak (Sarstedt & Cheah, 2019). Meanwhile, Adjusted R Square is the R Square value that has been checked based on the standard error value. The value of Adjusted R Square shows a stronger picture than R Square in assessing the capacity of an exogenous construct to explain endogenous constructs.

Table 2. Validity test (Average Variance Extract – AVE)

Variable	AVE	Conclusion
Career Calling	0.578	Valid
Career Aspiration	0.562	Valid
Career Awareness	0.671	Valid
Perceived Employability	0.643	Valid

Source: Data of SMART PLS3 2021

Table 3. Adjusted R Square

Variable	R Square	R Square Adjusted
Opportunity Awareness	0.222	0.206
Perceived Employability	0.515	0.500

Source: Data of SMART PLS3 2021

The conclusion from testing the R-square value in Table 3 is that: a) R-Square Adjusted Model path I = 0.206. This means that the ability of the opportunity awareness variable in explaining Z (job satisfaction) is 20.6%, thus the model is classified as weak, and b) R-Square Adjusted Model Path II = 0.500 which means the ability of the opportunity awareness variable and perceived employability to explain opportunity awareness, namely 50% which means that the model is moderate.

4.2. Structural model study (inner model)

In this research, the hypothesis test section uses the p-Value parameter. If the p-value is more than 0.05 then the hypothesis is declared not supported, whereas if the hypothesis is less than 0.05 then the research hypothesis is supported. In this test, researchers can also see how big the influence is by using the path coefficient value. If the path coefficient value shows a positive number, it means that the influence between variables is positive, and if the path coefficient shows a negative number, then the influence between variables is negative. If the path coefficient value is close to 1, then this indicates that it has a strong influence, and if the path coefficient value is less than 0, it indicates that it has a weak influence (Juliandi, 2018).

Based on the table 4, the results show that 4 hypotheses are supported and 1 hypothesis is not supported. Hypothesis 1, namely the effect of career aspiration on opportunity awareness is supported by a p-value of 0.002 and path coefficients of 0.320. Hypothesis 2, namely the effect of career aspiration on perceived employability is not supported by a p-value of 0.301 and path coefficients of 0.110. Hypothesis 3, namely the effect of career calling on opportunity awareness is supported by a p-value of 0.006 and a path coefficient of 0.257. Hypothesis 4, namely the effect of career calling on perceived employability is not supported by a p-value of 0.098 and a path coefficient of 0.152. Hypothesis 5, namely the effect of opportunity awareness on perceived employability is supported by a p-value of 0.000 and a path coefficient of 0.593.

Indirect effect

Testing using indirect analysis is useful for testing the hypothesis of the indirect effect of an exogenous variable or a variable that affects the affected or exogenous variables mediated by the mediator or intervening or mediating variable (Juliandi, 2018). The criteria used to determine the indirect effect are a) if the p-Values < 0.05 indicates a significant result, which means that the mediator variable mediates the effect of exogenous variables on endogenous variables. In other words, the effect between the two variables is indirect and b) if the p-Values > 0.05 shows an insignificant result which means that the mediator variable cannot mediate the effect of exogenous variables on existing endogenous variables. In other words, the influence between the two variables is direct.

Table 4. Research Hypothesis Test

Hypothesis		Path Coefficients	t-Value	p-Value	Results
Career Aspiration -> Opportunity Awareness	H1	0.320	3.177	0.002	Supported
Career Aspiration -> Perceived Employability	H2	0.110	1.036	0.301	Not Supported
Career Calling -> Opportunity Awareness	H3	0.257	2.785	0.006	Supported
Career Calling -> Perceived Employability	H4	0.152	1.657	0.098	Not Supported
Opportunity Awareness -> Perceived Employability	H5	0.593	7.061	0.000	Supported

Source: Data of SMART PLS3 2021

Table 5. Indirect Effect

Hypothesis		Path Coefficients	t-Value	p-Value	Results
Career Aspiration -> Opportunity Awareness -> Perceived Employability	H6	0.190	2.686	0.007	Supported
Career Calling -> Opportunity Awareness -> Perceived Employability	H7	0.152	2.630	0.009	Supported

Source: Data of SMART PLS3 2021

Based on the table 5, it can be concluded that the indirect effect of a) career aspiration -> opportunity awareness -> perceived employability is the path coefficients value of 0.190 with p-Values $0.0007 < 0.05$ (significant) which means that the opportunity awareness variable is able to mediate the effect of career aspiration. on perceived employability, b) career aspiration -> opportunity awareness -> perceived employability is the path coefficients value of 0.152 with p-Values $0.009 < 0.05$ (significant) which means that the opportunity awareness variable is able to mediate the effect of career calling on perceived employability.

a. The Effect of Career Aspiration on Opportunity Awareness

Based on the results of the hypothesis analysis that has been carried out, career aspiration has a positive and significant effect on opportunity awareness. This means that individuals who are in the transition period from adolescence to adulthood and have just graduated from college or are in the final stages of lectures at public and private universities in Semarang City when they have aspirations related to the career they want, they also tend to see and pay attention to the opportunities that are around him. The results of this analysis are in line with the research conducted by Olenik-Shemesh et al., (2018); Sequeira (2012); Al-Bahrani et al., (2020) and Dar (2019).

b. The Effect of Career Aspiration on Perceived Employability

Based on the results of the hypothesis analysis that has been done, career aspiration has a negative and significant effect on perceived employability. This means that individuals such as final year students and alumni of public and private universities in Semarang City when they already have career aspirations that they want to do in the future, do

not have a correlation with work skills or work abilities of each the individual. Because usually a person's aspirations or career influences can be inspired from anywhere, not necessarily the same as the field they were engaged in during college. The results of this analysis are not in line with the research conducted by Forstenlechner, et al (2014).

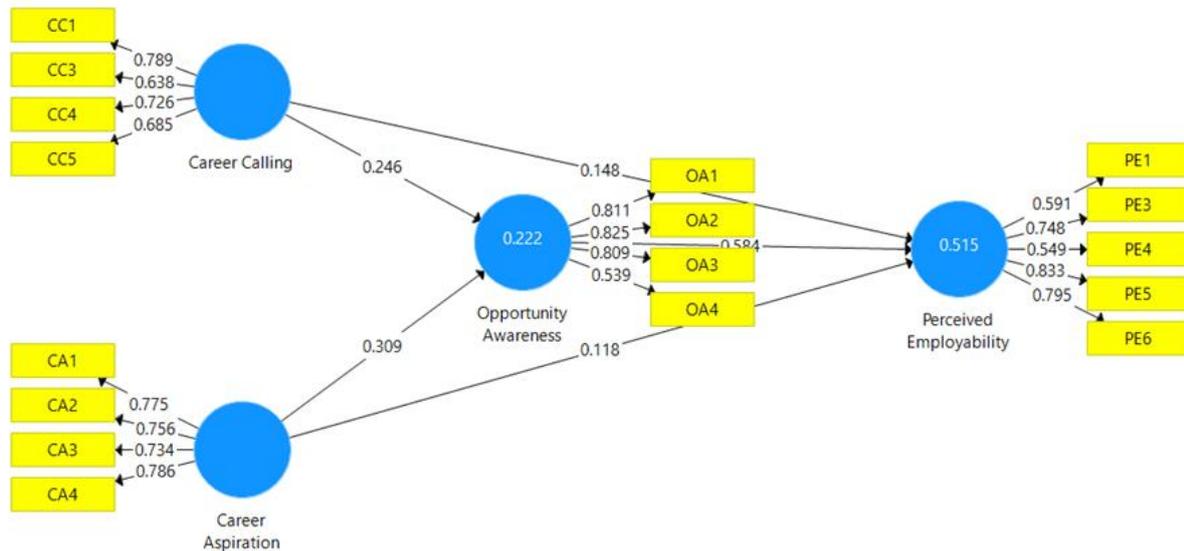


Figure 2. Result of Full Model Analysis

c. The Effect of Career Calling on Opportunity Awareness

Based on the results of the hypothesis analysis that has been carried out, career calling has a positive and significant effect on opportunity awareness. This means that the alumni or final year students of universities in the city of Semarang have career goals that they want to achieve and struggle to see the opportunities and opportunities that exist, so that between career calling they can achieve the opportunity awareness they encountered when will enter the world of work. The results of this analysis are in line with research that has been carried out by Douglass, Duffy, & Autin (2016); Duffy et al., (2013); Steger et al., (2010).

d. The Effect of Career Calling on Perceived Employability

Based on the results of the hypothesis analysis that has been carried out, career calling has a negative and significant effect on perceived employability. This shows that alumni and final year university students in the city of Semarang in determining career calling according to their personality and interests, are not related to the work skills they have, especially when they have started to enter the world of work. This could be due to differences in the passions they have and the work that will be carried out by these individuals within the organization or company. The results of this analysis are not in line with the research conducted by Lestari & Kusumaputri (2017), Praskova et al., (2015), Duffy & Dik (2013).

e. The Effect of Opportunity Awareness on Perceived Employability

Based on the results of the hypothesis analysis that has been carried out, opportunity awareness has a positive and significant effect on perceived employability. This shows that alumni and final year students of public and private universities in the city of Semarang always see and pay attention to the opportunities that exist and then apply them in the work they do in organizations or companies, so that when they have a career they will have work skills or work skills. Qualified based on existing opportunities. The results of this analysis are in accordance with the research conducted by Jackson & Wilton (2017); Ludlow & Klein (2014); Álvarez-González et al., (2017).

f. The Effect of Career Aspiration on Perceived Employability through Opportunity Awareness

Based on the results of the hypothesis analysis, the indirect effect of career aspiration on perceived employability using the opportunity awareness variable as a mediator variable shows that opportunity awareness is able to mediate the effect of career aspiration on perceived employability. This means that alumni and final year students of public and private universities in Semarang City tend to have an influence on career aspiration with the presence of

opportunity awareness and will have an impact on perceived employability in their view of the world of work that will be faced in the company or in the organization where they work later.

g. *The Effect of Career Calling on Perceived Employability through Opportunity Awareness*

Based on the results of the hypothesis analysis of the indirect effect of career calling on perceived employability by using the opportunity awareness variable as a mediator variable, it shows that opportunity awareness is able to mediate the effect of career calling on perceived employability. This means that alumni and final year students of public and private universities in Semarang City will tend to have an influence on career calling with the existence of opportunity awareness which will have an impact on their perceived employability.

5. Conclusion

Based on the results of research analysis that has been carried out using a sample of alumni or final year students from public and private universities in Semarang City, the researchers conclude that career aspiration has a positive and significant effect on opportunity awareness. Career aspiration has a negative and significant effect on perceived employability, career calling has a positive and significant effect on opportunity awareness, career calling has a negative and significant effect on perceived employability, and opportunity awareness has a positive and significant effect on perceived employability. Meanwhile, for the effect of each variable using the intervening variable, namely opportunity awareness is able to moderate the effect of career aspiration on perceived employability and opportunity awareness is able to moderate the effect of career calling on perceived employability. The results of this study can be used as a reference for future researchers who want to research on the same topic, and it is hoped that further research can add new variables that are also related, such as learning goal orientation and other variables. For university students or alumni, the contents of this research can be used as an illustration before entering the job market.

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