

DETERMINANTS OF GENERATION Z'S WORK PREFERENCES IN THE SUSTAINABLE CREATIVE ECONOMY SECTOR: A STUDY ON PEKALONGAN BATIK SUBSECTOR

Agnes Anggraeni^{1*}, Agus Arifin², Muhammad Farid Al Farisy³, Suranto⁴

¹⁻³ Department of Economics and Business, Jenderal Soedirman University, Purwokerto

⁴ Direktorat Jenderal Perbendaharaan, Semarang

*Email corresponding author: agnes.anggraeni@mhs.unsoed.ac.id

Abstract

Batik is a part of the creative economy subsectors that has an important role in the Indonesian economy, especially for the local economy of Pekalongan City. However, currently workers in the batik industry have decreased due to the lack of interest of the younger generation, especially Generation Z to work in the batik industry. This study aims to analyze the determinants or factors that influence Generation Z's work preferences in the batik subsector of Pekalongan City by examining the variables of salary expectations, education level, supportive work environment, and flexibility of working hours. This study uses quantitative methods through a questionnaire survey to 156 respondents. Data analysis in this study used multiple linear regression to test the effect of salary expectations, education level, supportive work environment, and flexibility of working hours on work preferences. The results of this study found that salary expectations, education level, supportive work environment, and flexibility of working hours have a significant positive effect on Generation Z's work preference in the batik subsector. Therefore, the government is expected to encourage the development of the creative economy, especially batik, by making regulations that support the improvement of workers' welfare, providing technology-based training, and creating a modern and inclusive work ecosystem so as to attract Generation Z to work in the batik subsector.

Keywords: Creative Economy, Batik, Work Preferences, Generation Z

INTRODUCTION

The creative economy tends to focus on industries based on creativity and uses renewable resources such as ideas and creativity (Sutriyanti, 2023). According to the Ministry of Tourism and Creative Economy, in 2021 the added value of the creative economy reached 1,191 trillion rupiah with exports of 23.88 billion rupiah and managed to absorb a workforce of 21.90 million people (Deputi Bidang Kebijakan Strategis Kementerian Pariwisata dan Ekonomi Kreatif, 2023). This shows the importance of the creative economy sector for the Indonesian economy so it is important for the government to continue to explore the potential of the creative economy in order to realize sustainable development in Indonesia.

Based on research by Arifin (2025), the fashion subsector is a major contributor to the creative economy. The Director of Culinary Craft Design and Fashion of the Ministry of Tourism and Creative Economy stated that batik is part of the fashion subsector that has high competitiveness (Laras, 2023). Batik contributes to the employment of 200 thousand workers spread across 201 industrial centers, as well as 5,946 small and medium industries (IKM) in 11 provinces (Fauzan, 2024). In addition, Indonesian Batik has also been recognized by UNESCO as an Intangible Cultural Heritage on 2 October 2009 (Ramadhian & Cahya, 2020). This recognition makes Indonesian batik superior to other countries' batik.

Compared to other batik-producing areas, Pekalongan City is nicknamed the Batik City. Pekalongan is the first city in Indonesia and in Southeast Asia to become a UNESCO creative city network (Setyanti, 2015). The embedding of the Batik City status makes Pekalongan batik has its own advantages compared to other batik. Based on Sistem Informasi Perindustrian dan Galleri Produk

Unggulan Kota Pekalongan (2022), the batik industry is the second largest industry in Pekalongan City after food and beverages with 1832 industries. This shows that batik has great potential for a sustainable creative economy sector and plays an important role in supporting local economic growth in Pekalongan City.

According to APPBI, there is a decrease in the number of batik craftsmen in Indonesia from 151,565 people in 2020 to 37,914 people in 2023 (Baskoro & Wisnubrata, 2023). This is due to the lack of interest of the younger generation to work in the batik industry (Baskoro & Wisnubrata, 2023). This problem also occurs in Pekalongan City. The batik industry in Pekalongan City can experience obstacles if the number of crafters continues to decline every year due to the aging or death of batik makers (Tim Komunikasi Publik Pemerintah Kota Pekalongan, 2022). Regeneration in the batik industry is very important in order to maintain the sustainability of batik in the future considering that batik has an important value as a culture and a milestone of a sustainable creative economy in Pekalongan City.

Generation Z is part of the demographic bonus that has an important role in supporting the development and sustainability of the creative economy, especially batik. Generation Z is a generation born from 1997 to 2012 and has a high propensity for the internet and technology (Fajriyanti et al., 2023). The close relationship between Generation Z and technology makes Generation Z tend to have work preferences that support the use of digital technology (Nurqamar et al., 2022). Generation Z's work preferences, which tend to be oriented toward the technology sector, may contribute to a decline in their participation in traditional sectors such as batik.

Based on labor supply theory, labor supply decisions by individuals are also influenced by preferences (Nicholson, 2002). Work preferences refer to the tendencies or interests that influence individuals in choosing a job. The younger generation's lack of interest in working in the batik subsector indicates a shift in Generation Z's employment preferences, leading to a decrease in labor supply in the sector. If the regeneration issue in the batik industry is not addressed promptly, it may jeopardize the sustainability of batik as a cornerstone of the local culture-based creative economy.

Understanding the determinants of Generation Z's work preferences is crucial for informing policy design, budget management, and the development of effective strategies to support and attract the younger generation, especially Generation Z, in sustaining the creative economy. This is particularly important in preserving the batik subsector, which serves as a key pillar of Pekalongan City's economy. This study aims to explore the factors that influence Generation Z's work preferences in the batik subsector of Pekalongan City.

According to the labor supply theory, individuals tend to choose jobs by considering salary. Research by Nurqamar et al. (2022), stated that salary has a positive effect on Generation Z's intention in choosing a job where Generation Z tends to choose a job that provides a high salary. However, research by Sadad et al. (2024) on factors influencing career choice shows that salary or financial rewards have no effect on job selection.

According to human capital theory, individuals invest in education to benefit from future employment. Research by Pitaloka et al. (2023) shows that educational attainment affects job selection, the higher the level of education, the higher the tendency to work in the formal sector. However, research by Sadad et al. (2024) shows that education and training have no effect on work preferences.

According to utility theory, individuals tend to make choices to maximize their satisfaction. Individuals try to maximize utility or satisfaction at work by paying attention to non-financial aspects in the form of the work environment (Ehrenberg & Smith, 2012). Research by Nurqamar et al. (2022) shows that the work environment has a positive effect on Generation Z's tendency to choose a job.

Generation Z is an adaptive and innovative generation so that they have a tendency to choose jobs that are flexible and support work life balance (Anhar et al., 2025). The flexibility of working hours allows individuals to have freedom in managing their time both for work and personal activities so that it can improve work life balance. Research by Putra et al. (2024) shows that working hours are the most influential factor on work preferences.

Based on the existing literature, there remain gaps and inconsistencies regarding the influence of these variables on work preferences. Moreover, studies that specifically examine the determinants of Generation Z's work preferences within the sustainable creative economy, particularly in the batik subsector of Pekalongan City, Central Java are still very limited. Given the limited research in this area, this study aims to further explore the topic through a study entitled "Determinants of Generation Z's Work Preferences in the Sustainable Creative Economy Sector: A Study on Pekalongan Batik Subsector".

The results of this study are expected to contribute to the government in formulating strategies to strengthen the creative economy sector, especially in the aspect of labor regeneration to support the sustainability of the batik industry in Indonesia. In addition, with the limited research on the batik industry, this research is expected to be a reference for other researchers who want to explore more deeply the batik industry, especially in Pekalongan City.

HIPOTESIS LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Labor supply is the amount of labor available and is related to wages and working hours (Utami et al., 2023). Based on classical theory, human resources are individuals who are free to decide whether to work or not (Utami et al., 2023). The theory refers to consumer theory that individuals always try to maximize utility or satisfaction with the limitations they face. Utility or satisfaction in the context of labor supply is leisure. Working can reduce time for leisure so that individuals will only choose to work if they get compensation commensurate with the sacrificed leisure time (Utami et al., 2023). Thus, labor supply tends to be influenced by the willingness of individuals to sacrifice leisure time with commensurate compensation.

Work preferences can influence the supply of labor in the labor market. A preference refers to an individual's tendency to favor one type of job over another. This job selection is related to the opportunity cost theory. Opportunity cost is a sacrifice made in getting something (Rahmatullah et al., 2018). This happens because choosing or making a decision will cause sacrifices for other choices which are then referred to as opportunity costs. Preferences cause a choice by individuals at the expense of other alternative choices. An individual's preference in choosing a job in a sector causes opportunity costs to arise against job options in other sectors. Thus, rational individuals tend to consider opportunity costs when determining their work preferences, aiming to obtain optimal satisfaction and benefits comparable to the alternatives they forgo.

Generation Z's work preferences are influenced by high salaries and the potential for salary increases (Fikri et al., 2024). Based on Suliyanti et al. (2015), the younger generation has the perception that the salaries of batik workers are small and irregular and cause Generation Z's interest in working in the batik subsector to be less. This shows that salary has a unidirectional influence on work preference. Thus, the following hypothesis can be formulated:

H1: Salary expectations have a positive effect on Generation Z's work preference in the batik subsector.

Based on research by individuals with higher education tend to choose jobs in the formal rather than informal sector. This research is also supported by Pitaloka et al. (2023) that the level of education affects work choices, namely the higher the individual's education level, the higher the tendency to work in the formal sector. The batik industry is the informal sector. Research by Suliyanti et al. (2015) states that the younger generation has the perception that working in the batik industry is less prestigious. Thus, the higher the level of education of Generation Z, the lower the preference to work in the batik industry, so the following hypothesis can be formulated:

H2: Education level negatively affects Generation Z's work preference in the batik subsector.

Based on utility theory, a supportive work environment that is safe and comfortable can increase job satisfaction. In addition, a supportive work environment can attract individuals to work in the sector (Nurqamar et al., 2022). Research by Fikri et al. (2024) states that Generation Z tends to choose jobs with a work environment that supports career development. Based on research by

Suliyanti et al. (2015), the younger generation considers that jobs in the batik industry do not support career development. This has the potential to make Generation Z's preference or tendency to work in the batik subsector less likely. Based on this, the following hypothesis can be formulated:

H3: Supportive work environment has a positive effect on Generation Z's work preference in the batik subsector.

Working hours affect work preferences (Putra et al., 2024). Generation Z is an adaptive and innovative generation so that they have a tendency to choose jobs that are flexible and support work life balance or balance between personal life and work (Anhar et al., 2025). The flexibility of working hours gives Generation Z freedom regarding working time so that it can increase comfort and balance between personal and work life (Anhar et al., 2025). The younger generation considers that work in the batik subsector has a more relaxed time than other jobs (Suliyanti et al., 2015). Thus, the following hypothesis can be formulated:

H4: Flexibility of working hours has a positive effect on Generation Z's work preference in the batik subsector.

RESEARCH METHODS

This research is a quantitative type of research using primary data obtained by questionnaire survey method. The population in this study is Generation Z with ages 15-28 years old who are of labor force age and are expected to be or will be looking for work. The minimum sample size in this study was 105 which was calculated using the Yamane formula. Data collection in this study was carried out using questionnaires via google form and offline answer sheets. This study also used purposive sampling and snowball sampling techniques in data collection to enable the quality of the sample to be maintained in accordance with the characteristics of the sample in this study. The criteria in this study are Generation Z who have entered the workforce, aged 15-28 years, Generation Z who live in Pekalongan City and know about the batik industry.

The data used in this study are primary data measured on nominal and ordinal scales. Ordinal data obtained through Likert scale responses, such as variables of work preference, salary expectations, and supportive work environment, were transformed into interval data using the Method of Successive Intervals (MSI) to enhance the accuracy of the analysis. The data were then analyzed using validity and reliability tests, multiple linear regression, classical assumption tests, and a goodness-of-fit test. The validity test is carried out to determine whether an item is said to be valid or not in measuring a research variable, such as in a questionnaire. Reliability test is used to determine the consistency of measuring instruments in research using questionnaire data (Purnomo, 2016). Multiple Linear Regression is a model that explains the relationship of one dependent variable with independent variables (Purnomo, 2016). The classic assumption test aims to avoid bias in a study and also to test the feasibility of data when conducting a study which includes tests of normality, multicollinearity, heteroscedasticity, and autocorrelation. Then the last is the goodness of fit test which includes the coefficient of determination test, t test, and F test.

RESULTS AND DISCUSSION

This study collected primary data through questionnaires distributed via Google Forms on social media, as well as printed questionnaires handed out directly to respondents. This study employed a purposive sampling method, with a minimum required sample size of 105 respondents based on the Yamane formula. In total, 156 respondents who met the predetermined criteria participated in this study. All respondents were residents of Pekalongan City. The demographic characteristics of the respondents are presented in Table 1 below:

Table 1. Characteristics of Respondents Based on Demographic Distribution

Sub-district	Total (People)	Percentage (%)
--------------	----------------	----------------

North Pekalongan	36	23
West Pekalongan	14	9
East Pekalongan	23	15
South Pekalongan	83	53
Total	156	100

Source: Primary data (processed) 2025

This study also included open-ended questions for respondents regarding the factors that influence their job choices. The responses to these questions are summarized in Table 2 below:

Table 2. Factors Choosing a Job

Factors Choosing a Job	Total (People)	Percentage (%)
Wage Prediction	99	57.2
Work Environment	81	46.8
Working Hours	23	13.3
Skills	22	12.7%
Education	7	4.0
Social Value	4	2.3
Location	4	2.3
Parents	2	1.2
Future Prospects	2	1.2

Source: Primary data (processed) 2025

The validity test in this study was carried out by comparing the value of r count with r table. If the value of r count $\geq r$ table then the question item can be declared valid, if r count $< r$ table then the question item is declared invalid (Purnomo, 2016). It is known that the value of $N = 156$ so that $df = n - 2 = 156 - 2 = 154$, using a confidence level of 95% ($\alpha = 5\%$), the r table in this study is 0.1572. Based on the validity test in Table 3, it is known that all question items in this study are valid and each question item is able to represent related variables.

Table 3. Validity Test Results

Indicator	r count	r table	Sig.	Conclusion
Interest in working in the batik industry	0,909	0,1572	0,000	Valid
Interest in working as a batik craftsman	0,905	0,1572	0,000	Valid
High salary	0,806	0,1572	0,000	Valid
Sufficient salary	0,822	0,1572	0,000	Valid
Fixed salary	0,620	0,1572	0,000	Valid
Potential salary increase	0,731	0,1572	0,000	Valid
Support Career development	0,801	0,1484	0,000	Valid
Comfortable work environment	0,863	0,1484	0,000	Valid
Supportive colleagues	0,793	0,1484	0,000	Valid

Source: Primary data (processed) 2025

The reliability test is used to determine the consistency of measuring instruments in research using questionnaire data (Purnomo, 2016). If the Cronbach alpha value is less than 0.6, the research variable is classified as unreliable, while if the Cronbach alpha value is greater than 0.6, the variable is classified as reliable. Based on the reliability test in Table 4, it is known that all question items in this study are reliable.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Work Preference (Y)	0,784	Reliable
Salary Expectation (X ₁)	0,732	Reliable
Supportive Work Environment (X ₃)	0,755	Reliable

Source: Primary data (processed) 2025

Multiple linear regression tests in this study were conducted to analyze the relationship between work preference variables (Y) with variable salary expectations (X₁), education level (X₂), supportive work environment (X₃), and flexibility of working hours (X₄).

Table 5. Multiple Linear Regression Test Results

	Unstandardized Coefficients		Standar Coeff	
	β	Std. Error	t	Sig.
(Constant)	-0,922	0,809	-10,140	0,256
X ₁	0,164	0,049	3,366	0,001
X ₂	0,133	0,046	2,918	0,004
X ₃	0,221	0,059	3,741	0,000
X ₄	1,139	0,212	5,364	0,000

Source: SPSS data (processed) 2025

Based on Table 5, the regression equation can be made as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e \dots \dots \dots (1)$$

$$\hat{Y} = -0,922 + 0,164 X_1 + 0,133 X_2 + 0,221 X_3 + 1,139 X_4 \dots \dots \dots (2)$$

The constant value of -0.922 indicates that if the variable salary expectations (X₁), education level (X₂), supportive work environment (X₃), and flexibility of working hours (X₄) are constant then Generation Z's work preference to work in the batik subsector will decrease by 0.922. The coefficient value of the salary expectation variable (X₁) of 0.164 indicates that if Generation Z's salary expectations of the batik subsector tend to be high, Generation Z's preference to work in the batik subsector will increase by 0.164, assuming other variables are considered constant.

The coefficient value of the education level variable (X₂) of 0.133 indicates that if the length of education of Generation Z increases by 1 year, Generation Z's preference to work in the batik subsector will increase by 0.133, assuming other variables are considered constant. The coefficient value of the supportive work environment variable (X₃) of 0.221 indicates that if Generation Z thinks that the work environment in the batik subsector is supportive, Generation Z's preference to work in the batik subsector will increase by 0.221, assuming other variables are considered constant. The coefficient value of the working hour flexibility variable (X₄) of 1.139 indicates that Generation Z who likes a job with flexible working hours has a preference to work in the batik subsector 1.139 greater than Generation Z who likes a fixed and regular job.

Normality test is used to test the distribution of residual values of a model (Purnomo, 2016). The normality test in this study was carried out by analyzing the Kolmogorov-Smirnov value with the provision that the data was normally distributed if the value Sig. > 0.05. Based on table 6, the value of Sig. (2-tailed) is 0.200, which means that the value is greater than 0.05 so it can be concluded that H₀ is accepted and the residual data values are normally distributed.

Table 6. Results of Normality Test with Kolmogorov-Smirnov Test

N	156	
Normal Parameters	Mean	0,0000000
	Std. Deviation	1,25475555

<i>Most Extreme Differences</i>	<i>Absolute</i>	0,054
	<i>Positive</i>	0,044
	<i>Negative</i>	-0,054
<i>Test Statistic</i>		0,054
<i>Asymp. Sig. (2-tailed)</i>		0,200 ^{c,d}

Source: SPSS data (processed) 2025

The multicollinearity test in this study was carried out with the tolerance test and the Variance Inflation Factor (VIF). If tolerance > 0.10 or VIF < 10 then there is no multicollinearity problem. Based on Table 7, it is known that the tolerance value of each independent variable > 0.10 or VIF < 10 so it can be concluded that these variables do not have multicollinearity problems.

Table 7. Multicollinearity Test Results

	<i>Colinear Statistics</i>	
	<i>Tolerance</i>	VIF
(Constant)		
X ₁	0,596	1,677
X ₂	0,978	1,023
X ₃	0,636	1,571
X ₄	0,920	1,087

Source: SPSS data (processed) 2025

Table 8. Heteroscedasticity Test Results

	<i>Unstandardized Coefficients</i>		<i>Standar Coeff</i>	
	β	Std. Error	t	Sig.
(Constant)	1,172	0,458	2,558	0,012
X ₁	0,031	0,028	1,120	0,264
X ₂	0,041	0,026	-1,572	0,118
X ₃	-0,009	0,033	-0,265	0,791
X ₄	0,112	0,120	0,927	0,355

Source: SPSS data (processed) 2025

The heteroscedasticity test in this study uses the Glejser test by regressing the independent variable on the absolute value of the residual. If the significance value of the absolute residual with the independent variable is more than 0.05, the model does not have a heteroscedasticity problem. Based on Table 8, it can be seen that each independent variable has a Sig. value of more than 0.05 so it can be concluded that the model in this study does not have heteroscedasticity problems.

The autocorrelation test is used to test the correlation between members of observations arranged according to time and place. The autocorrelation test in this study uses the Durbin Watson test. The DU and DL values are obtained from the Durbin Watson statistical table with a total of 165 data, so the value of n = 156 and the number of independent variables is 4, so k = 4 so that the DU = 1.9362 and DL = 1.5474 values can be known. Based on this value, it can be seen that the value of 4-DU = 2.0638 and 4-DL = 2.4526. Thus, based on the autocorrelation test results in Table 9, DW < DL so it can be concluded that the model is exposed to autocorrelation problems.

Table 9. Autocorrelation Test Results

<i>Durbin-Watson</i>
0,739

Source: SPSS data (processed) 2025

The coefficient of determination test (R^2) is used to measure the extent to which the model's ability to explain variations in the dependent variable by analyzing the Adjusted R Square value.

Based on Table 10, it can be seen that the Adjusted R Square value is 0.422 so it can be concluded that the variables of salary expectations, education level, supportive work environment, and flexibility of working hours affect Generation Z's work preferences in the batik subsector by 42.2 percent while 47.8 percent is influenced by other variables.

Table 10. Coefficient Of Determination Test Results (R^2)

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0.661	0,437	0,422	1.27126620

Source: SPSS data (processed) 2025

The F test is conducted to analyze whether all independent variables included in the model have a simultaneous influence on the dependent variable. Based on Table 11, it can be seen that the calculated F value is 29.262. It is known that the amount of data in this study is 156, so $n = 156$ with the number of variables in this study as many as 5 variables, so $k = 5$, so it can be known that $df_1 = k - 1 = 5 - 1 = 4$ and $df_2 = n - k = 156 - 5 = 151$. Thus the F table value is 2.43. The calculated F value is greater than the F table so it can be concluded that H_0 is rejected and the variable salary expectations (X_1), education level (X_2), supportive work environment (X_3), and flexibility of working hours (X_4) together have a significant effect on Generation Z's work preferences in the batik subsector.

Table 11. F Test Results

<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Regression	189,161	4	47,290	29,262	0,000
Residual	244,034	151	1,616		
Total	433,195	155			

Source: SPSS data (processed) 2025

Table 12. t Test Results

	<i>Unstandardized Coefficients</i>		<i>Standar Coeff</i>	
	β	Std. Error	t	Sig.
(Constant)	-0,922	0,809	-10,140	0,256
X_1	0,164	0,049	3,366	0,001
X_2	0,133	0,046	2,918	0,004
X_3	0,221	0,059	3,741	0,000
X_4	1,139	0,212	5,364	0,000

Source: SPSS data (processed) 2025

The t test is used to test the extent to which the independent variables used in this study individually partially explain the dependent variable. It is known that the amount of data in this study is 156 data so that $n = 156$ and the variables in this study are 5 so that the value of $k = 5$. Based on this data, it is known that the value of $df = n - k = 156 - 5 = 151$ so that it can be known that the t table value is 1.65501.

Based on Table 12, it can be seen that the Sign value. salary expectation variable is 0.001 and the t value is 3.366 while the t table value is 1.65501. The Sig. value is smaller than 0.05 and the t count is greater than the t table so it can be concluded that the salary expectation variable (X_1) partially has a significant positive effect on Generation Z's work preference for the batik sub-sector. The results of this study indicate that the higher Generation Z's expectation of the salary offered by jobs in the batik subsector tends to increase Generation Z's preference to choose the job. This result is in accordance with the labor supply theory which is the concept of the relationship between the level of salary and the amount of labor offered (Sumarsono, 2009). Jobs with relatively high and certain salaries tend to attract potential workers (Nicholson, 2002). The higher the salary tends to attract individuals to choose the job, thus increasing the amount of labor offered.

The results of this study are in line with the research of Nurqamar et al., (2022) regarding the factors that influence Generation Z's intention to apply for a job that financial compensation both directly and indirectly has a positive effect on Generation Z's intention to apply for a job. The results of this study also support research (Maizelni et al., 2023) which states that financial rewards have a positive effect on career choice. In addition, the results of this study also support the research of Fikri et al., (2024) that salary has a positive effect on Generation Z's work preferences.

Based on Table 12, the Sig. value. education level variable is 0.004 and the t value is 2.918 while the t table value is 1.65501. The Sig. value is smaller than 0.05 and the t count is greater than the t table, so the education level variable partially has a significant positive effect on Generation Z's work preference for the batik sub-sector. The results of this study are not in line with the hypothesis which states that education level has a negative effect on Generation Z's work preference in the batik subsector. This shows the difference between theory and facts in the field. The results of this study indicate that an increase in the length of education of Generation Z for 1 year increases Generation Z's preference to work in the batik subsector. The results of this study are not in line with the research of Rafifah & Yeni (2024) which states that individuals with higher education tend to choose jobs in the formal rather than informal sector. These results are also not in line with the research of Pitaloka et al., (2023) which states that the higher the individual's level of education, the higher the tendency to work in the formal sector. These results are also not in line with the research Cindiana et al. (2022) which states that education has a significant negative effect on work preference. However, the results of this study support the research of Bhore & Tapas (2023) which shows that education has a positive effect on career choice.

Generation Z tends to favor jobs that provide flexibility (Nugroho, 2024). Informal work allows for this flexibility. This is also motivated by the Covid-19 pandemic which has brought about a change in trends in the employment sector (Nugroho, 2024). The pandemic has caused many layoffs, which has led to a shift of workers to the informal sector (Nugroho, 2024). In addition, the growing digital technology has made young people more interested in working in the informal sector (Nugroho, 2024). With this change in employment trends, the high level of education of Generation Z does not necessarily make Generation Z tend to be interested in working in the formal sector.

Based on Table 12, the Sig. value of the supportive work environment variable is 0.000 and the t value is 3.741 while the t table value is 1.65501. The Sig. value is smaller than 0.05 and the t count is greater than the t table so it can be concluded that the supportive work environment variable partially has a significant positive effect on Generation Z's work preference for the batik sub-sector. The results of this study indicate that the higher Generation Z's perception of the supportive work environment offered by jobs in the batik subsector tends to increase Generation Z's preference to choose the job. The results of this study are in line with research by Nurqamar et al., (2022) that the work environment has a positive effect on Generation Z's intention to apply for a job. In addition, this study also supports the research of Bhore & Tapas (2023) which states that a conducive work environment has a positive effect on the career choices of Generation Z women.

The Sig. value of the working hour flexibility variable is 0.000 and the t value is 5.364 while the t table value is 1.65501. The Sig. value is smaller than 0.05 and the t count is greater than the t table so it can be concluded that the variable flexibility of working hours partially has a significant positive effect on Generation Z's work preference for the batik sub-sector. The results of this study indicate that Generation Z who likes flexible working hours tends to have a greater preference for working in the batik subsector compared to Generation Z who likes fixed and regular working hours. Flexibility in working hours is closely related to work-life balance. The results of this study are in line with research by Fikri et al. (2024) which states that work-life balance has a significant positive effect on Generation Z's work preferences. In addition, the coefficient value of the working hour flexibility variable is the largest value compared to other variables, which indicates that this variable has the greatest influence on Generation Z's work preferences in the batik subsector. This result is in line with the research of Putra et al., (2024) which states that working hours are the biggest factor influencing work preferences.

CONCLUSION

The results of this study indicate that the variables of salary expectations, education level, supportive work environment, and flexibility of working hours have a significant positive effect on Generation Z's work preferences in the batik subsector. These findings contribute to the existing literature and may serve as a reference for future research on Generation Z's employment preferences in the batik subsector.

The results of this study can be used as a reference for the government to pay more attention to aspects of salary, education, work environment, and working hours in the batik subsector in order to re-attract the interest of the younger generation, especially Generation Z, to work in the batik subsector. The results of this study can provide recommendations to the government and batik industry players to increase the transparency of salaries or wages for jobs in the batik subsector in order to provide more certain information about salaries or wages so as to help Generation Z in making decisions in choosing a job. The government needs to pay more attention to the education aspect, especially with education related to local cultural wealth such as batik. Based on this, culture-based education can increase literacy and increase Generation Z's love for preserving local culture such as batik. Thus, this can increase Generation Z's work preference in the batik subsector and encourage the regeneration of workers in the batik subsector.

The work environment is also one of the aspects that Generation Z considers in choosing a job. Therefore, the government needs to pay attention to the work environment aspect by making policies regarding work environment standards that can support the productivity of prospective workers. The results show that the flexibility of working hours is the biggest aspect that influences Generation Z's work preference in the batik subsector. This can be used as a reference for the government and batik industry players to pay attention to the flexibility aspect of working hours by making policies regarding working hour standards that can support the productivity and work-life balance of prospective workers.

BIBLIOGRAPHY

- Anhar, R. A., Suryaningsih, A., Naya, R., & Fadillah, P. (2025). Pengaruh Fleksibilitas Jam Kerja dan Work Life Balance terhadap Peningkatan Produktivitas Karyawan Gen Z. *Jurnal Manajemen Dan Bisnis Ekonomi*, 3(1), 233–243. <https://doi.org/https://doi.org/10.54066/jmbe-itb.v3i1.2760>
- Arifin, Z. (2025). Kontribusi Subsektor Fesyen, Kuliner, dan Kriya terhadap Peningkatan Nilai Tambah Ekonomi Kreatif Nasional. *Jurnal Ekonomi Dan Kewirausahaan West Science*, 3(1), 45–54.
- Baskoro, D., & Wisnubrata. (2023). *Regenerasi Perajin dari Generasi Muda Jadi Solusi Pelestarian Batik*. Kompas. <https://lifestyle.kompas.com/read/2023/10/03/194144720/regenerasi-perajin-dari-generasi-muda-jadi-solusi-pelestarian-batik?page=all>
- Bhore, M., & Tapas, P. (2023). An Exploratory Study of Factors Influencing Career Decisions of Generation Z Women in Data Science. *Journal of Human Resource Management*, 21, 1–9. <https://doi.org/https://doi.org/10.4102/sajhrm.v21i0.2168>
- Cindiana, M., Supriadi, D., & Sambodo, H. (2022). Faktor-Faktor yang Mempengaruhi Preferensi Anak Pekerja Migran Indonesia untuk Bekerja ke Luar Negeri di Kabupaten Cilacap. *Journal of Economics and Business*, 6(1), 1–14. <https://doi.org/http://dx.doi.org/10.33087/ekonomis.v6i1.380>
- Deputi Bidang Kebijakan Strategis Kementerian Pariwisata dan Ekonomi Kreatif. (2023). *Outlook Pariwisata dan Ekonomi Kreatif Indonesia*.
- Ehrenberg, R. G., & Smith, R. S. (2012). *Modern Labor Economics*. Pearson Education.
- Fajriyanti, Y., Rahmah, A. H., Ulfa, S., & Hadiyanti, E. (2023). *Analisis Motivasi Kerja Generasi Z Yang Dipengaruhi Oleh Lingkungan Kerja dan Komitmen Kerja*. 4(1), 107–115.

<https://doi.org/10.47065/jtear.v4i1.808>

- Fauzan, M. (2024). *Masih Banyak Peluang Industri Batik Perluas Pasar Ekspor*. Antara. <https://www.antaranews.com/berita/4371067/menperin-masih-banyak-peluang-industri-batik-perluas-pasar-ekspor>
- Fikri, M. A. R., Santoso, B., & Handaru, A. W. (2024). Analisa Preferensi Kerja Bagi Generasi Z dengan Menggunakan Metode Conjoint Analysis. *Jurnal Pajak Dan Analisis Ekonomi Syariah*, 1(3), 63–81. <https://doi.org/10.61132/jpaes.v1i3.203>
- Laras, K. (2023). *Kemenparekraf Sosialisasikan Batik di Sektor Fashion dan Budaya sebagai Warisan Indonesia*. INews. <https://www.inews.id/travel/destinasi/kemenparekraf-sosialisasikan-batik-di-sektor-fashion-dan-budaya-sebagai-warisan-indonesia>
- Maizelni, G., Yentifa, A., & Ihsan, H. (2023). Faktor-Faktor Yang Mempengaruhi Minat Pemilihan Karir Mahasiswa Akuntansi Sebagai Auditor Pemerintah. *Jurnal Akuntansi, Bisnis Dan Ekonomi Indonesia*, 2(1), 160–173. <https://doi.org/https://doi.org/10.30630/jabei.v2i1.54>
- Nicholson, W. (2002). *Mikroekonomi Intermediate dan Aplikasinya* (8th ed.). Erlangga.
- Nugroho, M. R. A. (2024). Tren Kelas Menengah Beralih ke Kerja Informal, Diduga Banyak Gen Z. *CNBC*. <https://www.cnbcindonesia.com/news/20240731122436-4-559173/tren-kelas-menengah-beralih-ke-kerja-informal-diduga-banyak-gen-z>
- Nurqamar, I. F., Ulfa, S., Hafizhah, I., Fadhilah, N., & Rahmi, N. (2022). The Intention of Generation Z To Apply For a Job. *JBMI (Jurnal Bisnis, Manajemen, Dan Informatika)*, 18(3), 218–247. <https://doi.org/10.26487/jbmi.v18i3.16493>
- Pitaloka, S., Juniati, T., Yunanda, T., & Hajar, I. (2023). Pengaruh Capaian Pendidikan Terhadap Pilihan Sektor Pekerjaan. *Publishing*, 1(1), 1–6.
- Purnomo, R. A. (2016). *Analisis Statistik Ekonomi dan Bisnis Dengan SPSS*. Wade Group.
- Putra, M. F. R., Permana, D., & Fitria, D. (2024). Application of Choice-Based Conjoint Analysis Method in Students Job Preference at The Statistic Department of Universitas Negeri Padang. *UNP Journal Of Statistics And Data Science*, 2(4), 401–406. <https://doi.org/https://doi.org/10.24036/ujsds/vol2-iss4/221>
- Rafifah, & Yeni, I. (2024). Analisis Pekerja Migran Pada Sektor Formal dan Informal. *Media Riset Ekonomi Pembangunan (MedREP)*, 1(3), 453–463.
- Rahmatullah, Inanna, & Mustari. (2018). *Konsep Dasar Ekonomi Pendekatan Nilai-nilai Eco-Culture* (1st ed.).
- Ramadhian, N., & Cahya, K. D. (2020). *Alasan Batik Indonesia Diakui UNESCO Sebagai Warisan Budaya Dunia*. Kompas. <https://travel.kompas.com/read/2020/10/05/174000427/alasan-batik-indonesia-diakui-unesco-sebagai-warisan-budaya-dunia?page=all>
- Sadad, N., Umyana, A., & Mustika, I. G. (2024). Analisis Faktor yang Mempengaruhi Minat Mahasiswa Terhadap Pemilihan Karir Akuntan : Studi Kasus pada Mahasiswa Akuntansi FEB UNTAN. 5(8), 3905–3918.
- Setyanti, C. A. (2015). *Alasan Pekalongan Dipilih Jadi Kota Kreatif UNESCO*. CNN Indonesia. <https://www.cnnindonesia.com/gaya-hidup/20150601110604-277-56910/alasan-pekalongan-dipilih-jadi-kota-kreatif-unesco>
- Sistem Informasi Perindustrian dan Galleri Produk Unggulan Kota Pekalongan. (2022). *Sekilas Pandang Industri Kota Pekalongan*. Siptenan. <https://siptenan.pekalongankota.go.id/>
- Suliyanti, Novandari, W., & Setyawati, S. M. (2015). Persepsi Generasi Muda Terhadap Profesi Pengrajin Batik Tulis di Purbalingga. *Jurnal Ekonomi Dan Bisnis*, 18(1), 135–144. <https://doi.org/https://doi.org/10.24914/jeb.v18i1.275>
- Sumarsono, S. (2009). *Teori dan Kebijakan Publik Ekonomi Sumber Daya Manusia* (1st ed.). Graha Ilmu.
- Sutriyanti. (2023). Pengaturan Ekonomi Kreatif guna Mengembangkan Sumber Ekonomi Baru. *Kajian*,

2 No 1, 269–280. <https://doi.org/https://doi.org/10.22212/kajian.v22i4.3915>

Tim Komunikasi Publik Pemerintah Kota Pekalongan. (2022). *Kota Pekalongan Butuh Regenerasi Pambatik*. Pekalongankota.Go.Id. pekalongankota.go.id/berita/kota-pekalongan-butuh-regenerasi-pambatik.html#:~:text=Industri batik di Kota Pekalongan,enggan menekuni profesi orang tuanya

Utami, T. W., Susanto, P. C., Sawitri, N. N., Lesmini, L., Setyowati, T. M., Belani, S., Perwitasari, E. P., Marlita, D., Mulyanto, Setyawati, A., Roza, N., Tahir, A. M. S., Indryati, Hasibuan, L., Jumawan, & Widyastuti, T. (2023). *Ekonomi Sumber Daya Manusia* (1st ed.). Ayrada Mandiri.