1. Introduction

For college students, getting-a-job is very important. To get a job they are supposed to know what kind of occupation is appropriate for them. And to find occupation suitable for themselves they need to do well in search behavior for getting-a-job. Here job search behavior is an individual behavior to get a job, known to bring very various results according to individual differences among job-seekers. Previously, In said that factors affecting individual differences like interest, self-concept, and self-esteem influence job search behavior. Also, other previous studies suggested that self-esteem consists of multi-facet. Based on this opinion, many kinds of self-estees like organization based self-esteem and body esteem were suggested. Focusing on career search,
this study is intended to examine the influence self-esteem for getting-a-job but not general self-esteem on career search behavior. Here, self-esteem for getting-a-job might have different meaning with general self-esteem. Or, self-esteem for getting-a-job means what a person preparing getting-a-job designs for his/her own future job and how strong he/she have self-confidence for getting-a-job. Self-esteem is related to positive self-evaluation, which means the extent that a person evaluates to be worth him/herself. And in a new situation, self-esteem plays a role in adaptation to environments because it upholds self-worth and influences sense of happiness and well-being. So, we expect that self-esteem for getting-a-job will influence search behavior for job seeking and the relationship will be moderated by various variables. One of the moderators to need to consider is the ranking of colleges that students are officially registered. When considering a concept of organization based self-esteem that an organization plays a role in self-esteem, college ranking might influence the extent of self-esteem of affiliated college students. We estimate that students in higher college ranking might have higher academic achievement in high school years and might have higher self-esteem for getting-a-job compared to them in lower college ranking. When considering that self-esteem might have strong influence on adaptation, we expect that students in higher college ranking will conduct career search behavior better also than them in lower ranking. Therefore, this study will examine the influence of esteem for getting-a-job on career search behavior by college ranking. Along with this, we are intended to examine moderating role of sex difference on the relationship between self-esteem for getting-a-job and career search behavior. Previous studies showed that men have higher self-esteem than women in general. However, these results were related with self-esteem in general life situation but not in context of job seeking. Therefore, the second intention of this study is to examine sex difference in self-esteem for getting-a-job and job search behavior when the meaning of self-esteem is limited to job-seeking context.

2. Theoretical Background

2.1 Job Search Behavior
Successful getting-a-job would need to be doing well job search. One of previous studies defined job search behavior as identifying and gathering job opportunities and related detailed information on hoped-for job alternatives. While, more recently, another study suggested that it refers to goal-oriented and self-regulatory process, which behavior occurs when people respond to a gap between their employment goals and current status. Various definitions of job search behavior have conceptualized its nature multi dimensionally. That is, one study suggested that job search behavior is made up the information source to acquire about job vacancies and the intensity of information seeking. But job seekers need to consider the fit between hoped-for job and themselves. So job search behavior need not be limited to external information acquisition. We need to consider internal self-searching as well as external job-searching. In suggested Career Search Behavior Scale that consists of job-searching and self-searching. Job search behavior is an analogous term with career preparation behavior, career search behavior, and employment preparation behavior. Career preparation behavior means the behavior to decide a reasonable and right career path and the behavior to implement the decision after career decision-making. Career search behavior means the cognitive and behavioral action to approach information about job, organization, and occupation to understand oneself and occupational field for the purpose of career decision or career development. Also, employment preparation behavior means a series of specific behavior that one prepares toward goal to find a job in an occupational field or an organization they hope or an effort that one tries to solve the problem of getting-a-job at hand in practical terms. The intention of this study focuses the college students’ active and challenging activities in gathering knowledge and information about the occupational field they hope. We think that other concepts except job search behavior have similar meaning too. However, in considering with self-esteem for getting-a-job, they are insufficient in terms of sense of activeness and challenge. So, in this study we use job search behavior as the term to connote that meaning.

2.2 Self-Esteem for Getting-a-Job
There are a lot of definitions about self-esteem. In general, self-esteem may be as an individual’s evaluation. defined self-esteem as personal evaluation, or a predisposition that expresses the value of the self. However, these kinds of definitions are the whole definition in
general aspect but not self-esteem limited to getting-a-job. Previous studies also examined the relationship between self-esteem and job search behavior in terms of getting-a-job. Those with high self-esteem were inclined to choosing job to be suitable with their needs. While those with low self-esteem tended to choose job not to be suitable with their needs because they were likely to be influenced something external like social demand and people's expectations. However, these previous studies were something on general self-esteem but not on self-esteem focused on getting-a-job directly, looked like being distant with job search behavior. Self-esteem measured by in something related to getting-a-job but not to be limited to getting-a-job. So the results of their studies are ambiguous in terms of the influence of self-esteem for getting-a-job on job search behavior. We are intended to limit self-esteem to get a job and call it Self-esteem for getting-a-job. So Self-esteem for getting-a-job in this study means how specifically an individual designs the process to get a job and has related information in the process of planning and searching to arrive at the purpose in competition with other people, and how positively he/she evaluate on whether or not to find a job to suit him/herself. To measure self-esteem for getting-a-job we will use Career Development Preparation scales in which is a website and operated by a career guidance-related research and development center (The Career Development Center) set up at the Korea Research Institute for Vocational Education and Training by the Ministry of Education in South Korea. It has six sub factors totally, which are Self-understanding, Knowledge on major and job, Confidence in career decision, Confidence in decision-making, Efficacy in utilizing personal relationship, Job-seeking skill. Self-understanding means how well an individual knows interest, aptitude, and values of the self. Knowledge on major and job means how well an individual knows current major and hoped-for job. Confidence in career decision means whether or not an individual decides his/her career and the extent of confidence in and satisfaction on such decision. Confidence in decision-making means the extent of the way of decision-making, individual decision-making, and self-confidence of decision-making. Efficacy in utilizing personal relationship means the extent of confidence in utilizing social relationship in the process of career decision and getting-a-job. Job-seeking skill means the confidence in how well an individual is prepared for various skill to need to go through all of the selection processes such as writing a letter of self-introduction, filling an application form, and doing job interview. However, Career Development Preparation scales seem to have overlooked how strong an individual has confidence to get a job. So, we have added Confidence in preparing getting-a-job as a new sub factor into the measure of self-esteem for getting-a-job, which means the confidence in finding a job to be suitable for the self and the satisfaction in getting-a-job preparation.

2.3 The Relationship between Self-Esteem for Getting-a-Job and Job Search Behavior

We think Self-esteem for getting-a-job as how hard an individual explore jobs of area of interest to get a job and how strong the individual has confidence accordingly. In addition, Job search behavior means the activity to search and gather information and to conduct necessarily to get a reasonable and suitable job. On the relationship between self-esteem and job search behavior, a study showed that college students with high self-esteem (they think their own value, aptitude, and interest positively) tried to make more effort to get a job with better prospect and to search employment condition in more different ways compared to those with low self-esteem. So, those with high self-esteem (compared to those with low self-esteem) will put more energy into searching information about the hoped-for work and the area of interest and putting efforts to raise the performance. We expect that those with higher self-esteem are likely to search more information and to go into better job position. Therefore, we will explore the relationship between Self-esteem for getting-a-job (that is, the extent of confidence in finding and preparing a better job) and Job search behavior to conduct specific activities for getting-a-job clearly.

2.4 The Relationship between Self-Esteem for Getting-a-Job and Job Search Behavior by College Ranking and Sex Difference

We think that the relationship between Self-esteem for getting-a-job and Job search behavior would depend on college ranking. That is, the intensity of Self-esteem for getting-a-job and Job search behavior is likely to vary with the school achievement in high school years. We think that the enrolled students at higher ranked colleges
based on higher school achievement in high school days would be likely to conduct job search behavior more actively compared to those at lower ranked colleges based on lower school achievement. In South Korean culture, lower college ranking means lower social reputation of the college. By psychosocial identity is an important aspect of ego identity structure, which means sense of belonging or unity with an organization an individual belongs to. So the intensity of social reputation of the group/organization an individual belongs to is likely to influence the intensity of psychosocial identity and ego identity of the individual also. What it means is that students in lower ranked colleges are likely to have weak or negative ego identity, which means low college ranking is likely to influence social adaptation negatively also. Therefore, the enrolled students at lower ranked colleges based on lower high school achievement are likely to be low in the intensity of job search behavior also. Mean while, in South Korean culture, sex roles of men and women are divided separately, and there is a widespread perception that men are superior to women due to patriarchal culture. And women feel to get a job with difficulty compared to men due to a widespread perception that while getting-a-job of men is necessary, that of women is optional. In addition, while men tend to be competition-oriented and to play a leading role in many areas of social lives compared to women, women tends to be relationship-oriented compared to men. This is shown to magnify socioeconomic differences more largely, and on top of that self-esteem differences. Therefore, we expect that there will be differences in Self-esteem on getting-a-job between men and women, in turn those will bring about change in the intensity of Job search behavior and the patterns of the relationship between self-esteem for getting-a-job and job search behavior. This is one of our explorations.

2.5 The Research Questions
According to the previous rationale, we establish the research questions as follows. First, does the intensity of Self-esteem for getting-a-job and Job search behavior depend on college ranking and sex difference? Second, does the intensity of the influence of Self-esteem for getting-a-job on Job search behavior depend on college ranking and sex difference?

3. Methods

3.1 Participants
Four hundred and two undergraduate students responded to the questionnaire of this research. The research participants were selected based on the result of the 2015 University Assessment report released by in, a newspaper in South Korea. The undergraduate students of top four universities were 208 people who were the students of Seoul National University (51 people), Yonsei University (50 people), Korea University (57 people), and Sungkyunkwan University (50 people) which are located in Seoul, S. Korea. And the total of one hundred and ninety-four respondents of other comparable four universities were ranked around 100th place, which are located in Cheonan- and Asan-city at the central area of S. Korea, specifically Sun Moon University (80 people), Hoseo University (45 people), Baekseok University (33 people), and Nazarene University (36 people). To gather data, the researchers of this study received participants’ responses through field survey of direct face-to-face interview method. After listening to explanation on the research purpose, the respondents gave answers on the questionnaire. It took about 10 minutes to complete the questionnaire.

3.2 Measures

3.2.1 Self-Esteem for Getting-a-Job
Self-esteem for getting-a-job in this study means how specifically an individual designs the process to get a job and has related information in the process of planning and searching to arrive at the purpose in competition with other people, and how positively he/she evaluate on whether or not find job to suit him/herself. To measure Self-esteem for getting-a-job, we used six factors of Career Development Preparation scales of Career Net which is a finding-job related website in S. Korea: Self-understanding is composed of 5 items, Knowledge on major and job of 6 items, Confidence in career decision of 5 items, Confidence in Decision-making of 6 items, Efficacy in utilizing personal relationship of 6 items, and Job-seeking skill of 7 items. This study is suggesting a concept of Self-esteem for getting-a-job newly, we needed scales to measure this concept. For this, we developed scales of 5 items capable of measuring this concept
based on the conceptualization mentioned earlier: “I can get a job of hoped-for area”, “I can go into a hoped-for occupational field”, “I have never experienced to solve my problem by myself”, “I know what I am good at”, “I can make a plan and search information to arrive my purpose of getting-a-job.” As a result, this study used the extant scales of Career Net and the new scales developed for this study, which are the total of 40 items in 7 factors. All items were measured by 7 points Likert scale (1=extremely disagree, 7=extremely agree).

3.2.2 Job Search Behavior

To measure Job search behavior, we used 28 items of Career Search Behavior Scale of Choi which is constructed with items on job-searching (16 items) and items on the self-searching (12 items). However, when examined closely Choi’s scales we judged there was a problem in his scales, which means even though all of his scales are Likert type respondents have no choice but to answer with Yes/No type on some items. So, we were ruled out some items to have no choice but to answer with dichotomous thinking and used the rest 16 items to this study. All of the items were measured by 7 points scales (1=extremely disagree, 7=extremely agree).

4. Results

4.1 Validation of Measures

Because Self-esteem for getting-a-job was conceptualized as a multidimensional concept, we did a principal axis factor analysis with varimax rotation to check the initial conceptualization. The number of factors was decided by Scree test, eigenvalue, and the size of factor loading. Self-esteem for getting-a-job was conceptualized with seven factors against the initial expectation. The first factor was named Confidence in career decision, meant the extent of confidence in and satisfaction on career decision, and explained 35.33% of the total variance. The second factor was named Self-understanding, meant the extent to know interest, aptitude, and value of the self, and explained 7.67% of the total variance. The third factor was named Confidence in preparing getting-a-job, meant the extent of confidence in getting-a-job in a hoped-for occupational field, and explained 4.29% of the total variance. The fourth factor was named Efficacy in utilizing personal relationship, meant the extent of confidence in utilizing personal relationship in the process of career decision and getting-a-job, and explained 3.33% of the total variance. The fifth factor was named Confidence in decision-making, meant the extent of knowledge on the way of decision-making and confidence in individual decision-making and related outcomes, and explained 2.70% of the total variance. Such five factors explained 53.53% of the total variance.

4.2 Differences in College Ranking Groups and the Sexes According to Self-Esteem for Getting-a-Job and Job Search Behavior

To examine the differences of the intensity of Self-esteem for getting-a-job and Job search behavior according to groups in college ranking and the sexes, we conducted ANOVA to set each sub factors of self-esteem for getting-a-job and job search behavior as independent variables and college ranking and sex difference as dependent variables. On Confidence in career decision of a sub factor of Self-esteem for getting-a-job, the main effect of sex difference was significant, F (1, 398) =17.974, p<.001, but the main effect of college ranking and the interaction effect were insignificant. Men's Confidence in career decision (M=5.059, SD=1.011) was higher than that (M=4.603, SD=1.198) of women. On Self-understanding of a sub factor of Self-esteem for getting-a-job, the main effect of sex difference, F(1, 398)=12.427, p<.001, and college ranking, F(1, 398)=6.478, p<.05, was significant but the interaction effect of the two independent variables was not significant. Men's Self-understanding (M=5.337, SD=.947) was higher than that (M=5.038, SD=.990) of women. On Confidence in preparing getting-a-job of a sub factor of Self-esteem for getting-a-job, the main
The Moderation of College Ranking and Sex Differences in the Influence of College Students’ Self-Esteem for Getting-a-Job on Job Search Behavior Intensity in South Korea

4.3 The Influence of Self-Esteem for Getting-a-Job on Job Search Behavior

To understand the influence of Self-esteem for getting-a-job on Job search behavior, we conducted regression analysis that was set up all of the sub factors of Self-esteem for getting-a-job into independent variables, each sub factor of Job search behavior into dependent variables. On Job-searching, multiple regression model was significant, $R=0.911$, $F=385.083$, $p<0.001$. Significances of each independent variable are as in the following: Confidence in career decision was $\beta=0.471$, $t=14.812$, $p<0.001$. Self-understanding was $\beta=0.312$, $t=9.838$, $p<0.001$. Men's Confidence in preparing getting-a-job ($M=4.416$, $SD=0.977$) was higher than that ($M=4.122$, $SD=1.110$) of women. The interaction effect is shown as follows Figure 1. On Efficacy in utilizing personal relationship of a sub factor of Self-esteem for getting-a-job, all of the main effects and the interaction effect of the two independent variables were not significant. On Confidence in decision-making of a sub factor of Self-esteem for getting-a-job, there was the significant main effect of sex difference, $F(1, 398)=8.413$, $p<0.01$, and the interaction effect, $F(1, 398)=3.909$, $p<0.05$, were significant but the main effect of college ranking was not significant.

4.4 The Relationship between Self-Esteem for Getting-a-Job and Job Search Behavior by Sex Differences and College Ranking

To examine the influence of Self-esteem for getting-a-job on Job search behavior in each group divided by college ranking and the sexes, we used regression procedure. Here, independent variables were each sub factors of Self-esteem for getting-a-job and dependent variables were each sub factor of Job search behavior. Table 1 is a summary on the influence of Self-esteem for getting-a-job on Job search behavior according to groups in college ranking and the sexes.

<table>
<thead>
<tr>
<th>Group</th>
<th>Confidence in preparing getting-a-job</th>
<th>Efficacy in utilizing personal relationship</th>
<th>Confidence in decision-making</th>
<th>Confidence in getting a job</th>
<th>Self-searching</th>
<th>Advice-seeking</th>
</tr>
</thead>
<tbody>
<tr>
<td>High ranked university</td>
<td>4.48</td>
<td>4.22</td>
<td>4.783</td>
<td>5.181</td>
<td>4.733</td>
<td>5.397</td>
</tr>
<tr>
<td>Low ranked university</td>
<td>4.48</td>
<td>4.22</td>
<td>4.783</td>
<td>5.181</td>
<td>4.733</td>
<td>5.397</td>
</tr>
<tr>
<td>Men</td>
<td>4.48</td>
<td>4.22</td>
<td>4.783</td>
<td>5.181</td>
<td>4.733</td>
<td>5.397</td>
</tr>
<tr>
<td>Women</td>
<td>4.48</td>
<td>4.22</td>
<td>4.783</td>
<td>5.181</td>
<td>4.733</td>
<td>5.397</td>
</tr>
</tbody>
</table>

Figure 1.
5. Discussion

This study tried to understand college students’ job search behavior based on self-esteem to get a job deeply in South Korean culture. For this, with data to gather from college students, we examined the differences in the sexes and the levels of college ranking according to Self-esteem for getting-a-job and Job search behavior. The results showed that there were no obvious differences between college ranking groups in Self-esteem for getting-a-job. But there were also clear differences between the sexes in Self-esteem for getting-a-job. Our initial expectation was that there were large differences between groups of college ranking in Self-esteem for getting-a-job and Job search behavior. However, the differences were not large. This result has implication that simply college students in higher college ranking don’t always prepare to get a job very hard, so getting-a-job depends on individual difference in effort for that. There were differences between the sexes in the level of the each sub factor of Self-esteem for getting-a-job except a factor (Efficacy in utilizing personal relationship) and the each sub factor of Job search behavior. There was a difference between groups of college ranking in Self-understanding only. The interaction effect of the sexes and the college ranking groups was appeared Confidence in preparing getting-a-job only. As results of regression analysis, Confidence in career decision, Self-understanding, and Efficacy in utilizing personal relationship influenced Job-searching and Advice-seeking. Confidence in decision-making influenced Job-searching only. And Confidence in preparing getting-a-job and Confidence in decision-making influenced Self-searching only. Regression analysis was conducted in different groups that were classified according to the conditions of the two independent variables. The significant predictors in each group are as in the following. First, in the case of men and women students in higher ranking college, on Job-searching among DVs, all factors of Self-esteem for getting-a-job except a factor of Confidence in preparing getting-a-job were significant predictors. On Self-searching among DVs, Confidence in preparing getting-a-job and Confidence in decision-making were significant, and for men of higher ranking Efficacy in utilizing personal relationship was an additional
lower colleges around 100th place in this study were sampled in Cheonan and Asan city which are located in middle area of South Korea. Future study needs to sample in another region. Second limitation is a measure. Some of items of measures was produced (items of Confidence in getting-a-job) and modified (Job search behavior) for this study. Future study need to use elaborate measures.

6. References