
Holland's Theory to Guiding Individual Career Choices

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Abstract

John Holland's theory of vocational personality and work environment is one of the most used, researched, and respected career development theories. Holland believes that a person's choice of a job is a person's expression so that the higher the compatibility between a person's personality and the job one chooses, the higher the level of job satisfaction and stability. But the current reality is that there are individuals who are not given the opportunity to choose and consider experience in their careers, so it is important to introduce Holland's theory to individuals who will prepare to enter the world of work by providing guidance to individuals to understand their personality, the work environment they will be they face and how the two things are related, so that individual career choices are more focused. The method used in this article is a literature review by collecting various reference sources starting from 2018-2022 related to Holland's theory. Holland's theory allows individuals to direct themselves to careers that are in accordance with one's motivation, knowledge, personality, and abilities so that it is expected to reduce problems that have a tendency to arise due to individual incompatibility with work. Therefore, it is important for counselors to be able to understand Holland's theory in order to direct individuals to a career that suits them.

Keywords: Holland; personality; career; vocational



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Introduction

First proposed in 1959, Holland's theory is conceptualized as a trait and factor theory and "remains within the tradition of differential psychology". Originally proposed as a theory of vocational choice (Holland, 1959, 1973, 1992), Holland's theory has recently been titled "the theory of vocational personality and the work environment" to reflect theoretical refinements. Significantly, Holland's work has influenced the development of interest inventory, career assessment, classification of job information, and career counseling (Sheldon et al., 2020).

Holland's theory has developed over three decades from a general description of six types of personality and environment according to an empirical framework consisting of three components: people, their environment, and the interactions between people and their environment (Hartmann et al., 2021). In the context of higher education, Holland's framework consists of students, academic majors, and the affinity or interaction between students and their majors. In recent decades, theory by Holland (1985, 1997) has guided the assessment of career interests both in the United States and internationally.

John Holland's (1997) theory of vocational personality and work environment is one of the most used, researched, and respected career development theories. From his experience as a vocational counselor, Holland (1985, 1997) devised a factor theory of the nature of vocational development. Holland believes that one's choice of a job is one's expression. He asserted that the higher the match between one's personality and one's chosen job, the higher the level of job satisfaction and stability. Professional achievement is also believed to be closely related to the level of conformity (Hoff et al., 2020).

Job choice is an expressive act that reflects one's motivation, knowledge, personality, and abilities (Zaccaro et al., 2018). Work is a way of life, the environment is not an isolated set of job functions or skills. Working as a carpenter means not only having a certain status, community role, and lifestyle. In this sense, the choice of job title represents several kinds of information: motivation, his knowledge of the incident in question, his insight and understanding, and his abilities.

Holland's career choice theory (Hoff et al., 2020) is based on matching one's career interests with suitable jobs, it also relies on the assumption of an open labor market, which allows individuals to freely

choose a career based on their interests. Such theories are unrealistic about the freedom of minorities to choose, and fail to take into account the inexperience of minorities who will develop various career interests, and their growing alienation in the public school system.

Holland states that individuals are attracted to certain careers because of their personality and a number of variables which constitute their background (Lukman et al., 2020). First, career choice is the expression, or extension, of personality into the world of work, followed by subsequent identification with certain job stereotypes. Self-comparison with occupational perceptions and future acceptance or rejection are key determinants in career choice. The openness of one's view of oneself with work preferences determines what Holland calls the personal style of capital. Personal orientation capital is a developmental process that is formed through heredity and individual life history to react to environmental demands. So, it can be said that the choice of work according to Holland's theory is an expansion of personality and is an attempt to express oneself in life.

Method

The method used in this research is a literature review. Literature review is a research methodology by obtaining an overview of various types of reading sources (Snyder, 2019). Data collected by conducting an overview of scientific papers from various sources published over the last five years, namely from 2018 to 2023 related to Holland's career theory. Then the basic concepts, characteristics, advantages, disadvantages, and application of Holland's theory in counseling will be described.

Discussion

Concept of holland theory

Holland's theory offers a simple and easy-to-understand typological framework regarding career interests and environment that can be used in career guidance and counseling. Holland postulates that vocational interest is an expression of one's personality, and that vocational interests can be conceptualized into six typologies, namely Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C). If a person's degree of resemblance to the six personalities and types of interests can be assessed, it may be possible to generate a three-letter code (eg, SIA, RIA) to indicate and summarize an individual's career interests. The first letter of the code is a person's primary interest type, which is likely to play a major role in career choice and satisfaction. The second and third letters are themes of secondary interest, and will likely play a lesser but still important role in the career choice process (Lukman et al., 2020).

The comparison between the self and the perception of an occupation and acceptance or rejection of it is a major determining factor in career choice. Harmony between a person's view of himself and the occupation he likes forms "personal style capital". Central to Holland's theory is the concept that individuals choose a career to satisfy their personal pleasure orientation. If the individual has developed a dominant orientation, it will be more likely for him to get satisfaction in a suitable occupational environment. However, if he has not been able to make a choice, then the possibility of getting that satisfaction will be lost. Individuals who have occupational roles and goals that conflict with the environment will have inconsistent and diverging career patterns. Holland emphasizes the importance of self-knowledge in his quest for vocational satisfaction and stability (Hariko & Anggriana, 2019). Based on this concept, Holland put forward six types of preferred occupational environments (modal occupational environments) and six personal pleasure orientations that fit into these six environments, which are summarized in the following table.

Holland refers to several key concepts (Hartmann et al., 2021), namely: 1) consistency: some species have more in common with other species., 2) differentiation: some people and some environments are closer to one type, while other people and their environment are more of a mixture of types and 3) congruence: there is a degree of compatibility between humans and the environment, for example the realistic type best fits the realistic environment and the next best to environmental investigations.

Holland explained that a choice of job or position is the result of interactions between heredity factors (heredity) with all cultural influences, associates, parents, adults who have an important role. In addition, John L. Holland also formulated personality types (groups) in job selection based on a personality inventory compiled on the basis of interests. In the theory developed by John L. Holland explaining a choice of job or position is the result of interactions between heredity (heredity) factors with all cultural influences, associates, parents, and adults who have an important role. In addition, John L. Holland also formulated personality types based on interests. And each personality type is translated into a theoretical model called the orientation model (orientation model). This orientation model is a family of typical behaviors. Everyone has a different order of orientation, and this is the reason why everyone has a different style of life (Srianturi & Supriatna, 2020).

In his theory, Holland proposes six types of personality and six types of environments. Each environment is dominated by one type. Different types require different environments. Behavior is determined through the interaction between personality and environment. Adaptation and coordination between personality types and environment results in more adjustment to career which in turn leads to better vocation satisfaction and vocation performance. If people's personalities and their types of work match each other, employee functioning will improve (Holland, 1995). According to Holland people who choose similar jobs must have similar personality structures (Federici et al., 2021).

John Holland's Personality and Work Environment Theory is another example of structural theory. Holland believes that people's work is a manifestation of their personality; that people in the same job have similar personality characteristics; and people and work environment can be grouped into six categories of personality and vocational environment (Phan & Rounds, 2018). Holland's career choice model suggests that individuals will seek work environments that match their skills, abilities, attitudes, and values (Rocconi et al., 2020).

Holland's theory is the concept that one chooses a career to satisfy one's personal orientation. If the individual has developed a strong dominant orientation, satisfaction is likely to occur in a suitable work environment. If, however, the orientation is one of indecision, satisfaction is likely to diminish. The strength or dominance of the personal capital orientation that is developed compared to the career environment will be very important for individual lifestyle choices. Again, the key concept behind Holland's model of environment and environmental influence is that individuals are attracted to the demands of certain roles from the work environment that meet their personal needs and provide them with satisfaction (Van Vianen, 2018).

Characteristics of the holland theory

Holland's framework consists of three components, namely people, environment and interactions between people and their environment. The first component is the individual. A basic premise of Holland's theory is that individuals can be classified using one or more of six personality types: Realistic, Investigative, Artist, Social, Enterprising, and Conventional. The second component in Holland's theory is the environment. The six model environments parallel the six personality types and reinforce and reward the characteristics of the corresponding personality types. The third component in Holland's theory is the interaction or compatibility between personality types and the environment (Asri et al., 2021)

There are several main assumptions underlying Holland's theory (Ohler & Levinson, 2012). First assumption, people can be categorized according to six personality types and each type is a theoretical model by which a person can be measured. Individual personality usually consists of traits, to varying degrees, of most or all of these types. Three-letter codes (eg, SEI) are used to describe the extent to which a person has traits from each personality type. Second assumption, there are six work environment models that are suitable for each personality type. A work environment model can be defined as "a situation or atmosphere created by people who dominate a certain environment" (Holland, 1985). Each environment is characterized by the majority of certain personality types and has certain physical settings that create problems and opportunities. For example, the social environment is usually dominated by the Social personality type, the enterprising environment is usually dominated by the Enterprising personality type, and so on. Schools and hospitals are examples of social work environments, banks and car dealerships are examples of enterprising work environments, and machine shops and farms are examples of realistic work environments. Because each personality type has different interests, characteristics, and dispositions, people with that personality type tend to seek people and materials with whom they can experience a congruent view of the world. Third assumption, people will seek environments where they can use their special skills, express their attitudes, and maintain preferred roles. Fourth assumption, behavior consists of the interaction between the personality of the individual and the characteristics of the environment. Holland uses the term congruence to describe this interaction. By assessing the fit between an individual's personality and the chosen work environment, one can predict an individual's job choice, achievement, competence, and job behavior.

The strengths of the holland theory

Holland, Weinrach and Srebalus (Nye et al., 2018) claim that Holland's theory is "the most popular career theory of the last decade", a situation which remains unchanged today. For example, his book *Making Vocational Choices* is "the most widely cited work in the field of vocational psychology" (Savickas & Holland, 1999). In recognition of Holland's work, a special issue of the *Journal of Vocational Behavior* was published in 1999 with Gottfredson claiming that Holland's theory "revolutionized the delivery of vocational assistance worldwide". Significantly, Holland's work has influenced the development of interest inventories, career assessment, classification of job information, and career counseling.

Vocational choice theory developed by John L. Holland is one of the most researched and applied career development theories. Based on the premise that personality factors underlie career choices, the theory

postulates that people project their own views of work and the world of work onto job titles and make career decisions that are consistent with their chosen personal orientation. This theory combines several constructs from personality psychology, vocational behavior, and social psychology, including the theory of self-perception and social stereotypes (Lukman et al., 2020).

Holland has always been interested in developing instruments for use in vocational guidance, arising from his research. The Self Directed Search (1973), the Occupations Finder (1973) and the Vocational Preferences Inventory (1973) are results of this interest. Spokane (1996) was interested in the study of Holland's work, which largely supported him. He argues that the theory is unique in using a comprehensive and unified scoring system based on empirical research. Brown (Ayriza et al., 2020) describes Holland's theory as well established, although it is significant that Holland does not examine the power of development in generating personality types.

Tinsley (Byington et al., 2019) one of the harshest critics of Holland's theory, concluding that there is ample evidence "that the PE model lends itself to a correct and useful way of thinking about the interactions between the individual and the environment". In particular, Tinsley singled out the TWA as one of the "most investigated and widely applied PE models ever developed" and praised its instrumentation as "an example of equivalent measurement". Hesketh, another of Holland's leading critics, refers to TWA as "in the best traditions of empirically testable and applicable theory" (Hesketh & Griffin, 2005) and argues that "TWA has much to guide in future research and in helping counselors and trainers equip people to cope with the adaptive needs of the modern workplace".

The weakness of holland theory

Holland believes that people function best in a work environment that matches their personality. But it's not as simple as finding Artistic jobs to match your Artistic personality. For starters, everyone has a different combination of personality orientations, with one dominant orientation. None of us are purely Realistic or purely Social. Then, there's the fact that very few jobs cater to just one personality type. The work environment is complex and always changing, requiring workers to handle various tasks and environments. The goal is to find a career that fits your personality (just like one that fits your values, interests, and skills), if these don't (Hoff et al., 2020).

A critical limitation of Holland's theory is that these studies almost always use measures explicitly designed to replicate the six RIASEC Types. The focus of interest assessment research is on measures designed to reflect characteristics of the six RIASEC types, such as the Strong Interest Inventory (SII, Harmon et al. al., 1994), the Unisex edition of the ACT Interest Inventory (American College Testing, 1995), and the VPI (Holland, 1985). Analysis of one or more of these measures provides evidence of the extent to which order predictions about Holland's policies match the Holland-type measures. By comparing the results between the different groups, important validity evidence was obtained for RIASEC equivalent measures across diverse populations. However, this study does not address the larger question regarding the extent to which RIASEC types adequately represent the whole individual differently in terms of occupational importance (Asri et al., 2021).

The fit person-environment theory generally finds some support, but the evidence for the validity of Holland's theory is rather weak. This is probably because Holland's model simplifies the notion of fit; does not sufficiently take into account the match between abilities and job demands; and not paying enough attention to the typical influence between the individual and the work environment (how work affects individuals and how individuals affect work) (Van Vianen, 2018).

Holland's theory application in counseling

Holland's theory offers a simple and easy-to-understand typological framework regarding career interests and environment that can be used in career counseling and guidance. Holland postulates that vocational interest is an expression of one's personality, and that vocational interests can be conceptualized into six typologies, namely Realistic (R), Investigative (I), Artistic (A), Social (S), Enterprising (E), and Conventional (C). If a person's degree of resemblance to the six personalities and types of interests can be assessed, it may be possible to generate a three-letter code (eg, SIA, RIA) to indicate and summarize an individual's career interests. The first letter of the code is a person's primary interest type, which is likely to play a major role in career choice and satisfaction. The second and third letters are themes of secondary interest, and will likely play a lesser but still important role in the career choice process (Lukman et al., 2020).

The counseling profession is responding vigorously to the challenge of applying career theory and retooling intervention practice (Ponterotto, Rivera, & Sueyoshi, 2000; Spokane, Fouad, & Swanson, 2003) to uses across cultures and social boundaries. Fortunately, the multicultural literature relevant to Holland's theory is now sufficient. large and can help show how to provide career assistance to this new group of clients. Holland's theory can be used in working with clients who experience career difficulties (Sheldon et al., 2020).

One of the obvious implications of Holland's theory for career counseling is that practitioners can help clients assess their interests and work environment and understand the relationships between them (Maldonado et al., 2020). Simply developing a cognitive structure or framework for seeing themselves and their work helps many people immensely. Some career counselors organize and reference their career and job information according to Holland's type, using a three-point code that corresponds to the most prominent type. This facilitates the process of matching interest and environment.

Betz (Pordelan et al., 2020) makes a number of interesting suggestions for the use of self-efficacy theory in career counseling. The counselor's first task is to address the topic of self-efficacy in the initial discussion with the client. This involves questioning their beliefs about their competence in career decision making and their abilities. Discussing self-efficacy helps in deducing the extent to which people unrealistically underestimate their skills and abilities. Self-efficacy measures for specific areas of temporal interest include the Skills Confidence Inventory (Betz, Harmon & Borgen, 1996). It was developed to measure self-efficacy in relation to Holland's six job interests.

If the counselor and client agree that there are areas where increasing self-efficacy might be beneficial, interventions can be planned, based on Bandura's four sources of self-efficacy. For example, to increase the likelihood of successful performance, the counselor can help the client build self-confidence by breaking down broad areas of behavior into parts that are easier to learn. Similarly, counselors can identify people who can serve as models, either in person, in books or other media. Betz (Pordelan et al., 2020) gives the example of recommending a book about the life of an astronaut or a woman scientist as a useful model for a girl considering this job. Working on managing anxiety may also be appropriate, using relaxation techniques, for example. Betz's final suggestion, conjuring up an unsuitable image for British readers, is that counselors should 'serve as their clients' cheerleaders', giving Encour Damage when they try something new.

Holland views human differences as an asset and seeks to provide practical assistance to a variety of individuals using the personal and environmental resources available to them. Holland reasons that individuals seek a work environment that matches their vocational personality. Various forms of vocational assistance from brief and self-guided interventions to intensive interactions with counselors or formal classes can promote career development by facilitating the search process (Pordelan et al., 2020).

Conclusion

Vocational choice theory developed by John L. Holland is one of the most researched and applied career development theories. Holland's career choice theory is based on matching one's career interests with suitable jobs, it also relies on the assumption of an open labor market, which allows individuals to freely choose careers based on their interests. According to Holland, individuals are attracted to certain careers because of their personality and a number of variables that constitute their background. Holland's theory offers a simple and easy-to-understand typological framework regarding career interests and environment that can be used in career counseling and guidance.

In practical counseling, Holland's theory can be used in working with clients who have experienced career difficulties, namely by helping clients assess their interests and work environment and understand the relationship between them and their environment (Maldonado et al., 2020). Holland's theory views human differences as assets and seeks to provide practical assistance to various individuals using the personal and environmental resources available to them because Holland views that individuals seek a work environment that suits their vocational personality. This results in various forms of vocational assistance from brief and self-guided interventions to intensive interactions with counselors or formal classes that can be carried out to encourage career development by facilitating the search process (Pordelan et al., 2020).

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