

## **ABSTRAK**

Peran perguruan tinggi semakin meningkat dalam menghadapi dunia bisnis yang semakin kompetitif. Para penerima kerja membutuhkan tenaga kerja yang sesuai dengan kebutuhan dan keinginan penerima kerja. Perguruan tinggi diharapkan mampu memproduksi lulusan-lulusan yang berkualitas dan dapat bersaing di dunia kerja. Namun lebarnya jarak antara teori dan praktek membuat semakin besarnya ketidaksesuaian antara kualitas lulusan baru dan kebutuhan standar penerima kerja. Pemagangan dinilai menjadi salah satu solusi yang dianggap sesuai untuk menjembatani dengan didorong oleh kebijakan pemerintah melalui program Merdeka Belajar Kampus Merdeka (MBKM)

Penelitian ini bertujuan untuk menganalisa seberapa berpengaruh program MBKM dalam memoderasi pengaruh karakteristik pekerjaan, karakteristik lingkungan pekerjaan, dan faktor-faktor kontekstual terhadap kepuasan magang. Penelitian ini mengambil sampel dari mahasiswa FEB UGM yang pernah mengikuti program magang MBKM, dengan jumlah sampel sebanyak 49 responden. Metode analisis data dalam penelitian ini menggunakan metode regresi linier berganda yang terdiri dari uji parsial T, uji simultan F, uji determinasi (*Adjusted R square*), dan uji moderasi.

Hasil penelitian menyimpulkan bahwa karakteristik pekerjaan, karakteristik lingkungan pekerjaan, dan faktor kontekstual berpengaruh positif signifikan terhadap kepuasan magang. Sedangkan hasil analisis uji moderasi menunjukkan bahwa MBKM memoderasi hubungan antara karakteristik pekerjaan dan faktor kontekstual terhadap kepuasan magang, namun tidak dengan karakteristik lingkungan pekerjaan.

Kata kunci: Karakteristik Pekerjaan, Karakteristik Lingkungan Pekerjaan, Faktor Kontekstual, MBKM, Kepuasan Magang.

## **ABSTRACT**

The role of universities is increasing in the face of an increasingly competitive business world. Employers need workers who are in accordance with the needs and desires of the recipients of work. Universities are expected to be able to produce quality graduates who can compete in the world of work. However, the wide gap between theory and practice increases the magnitude of the discrepancy between the quality of new graduates and the standard requirements of employers. Apprenticeship is one solution that is considered appropriate to be assessed by government policy through the Merdeka Learning Campus Merdeka (MBKM) program.

This study aims to determine how influential the MBKM program is in moderating the effect of job characteristics, work environment characteristics, and contextual factors on internship satisfaction. This study took samples from FEB UGM students who had participated in the internship program as many as MBKM, with a total sample of 49 respondents. The data analysis method in this study used multiple linear regression method consisting of partial T test, simultaneous F test, determination test (Adjusted R square), and moderation test.

The results of the study concluded that job characteristics, characteristics of the work environment, and contextual factors had a significant positive effect on internship satisfaction. While the results of the analysis of the moderation test showed that MBKM moderated the relationship between job characteristics and contextual factors on internship satisfaction, but not with the characteristics of the work environment.

**Keywords:** Job Characteristics, Work Environment Characteristics, Contextual Factors, MBKM, Apprentice Satisfaction.