

ABSTRAK

Magang merupakan bagian penting dari program pendidikan yang berorientasi untuk meningkatkan daya saing lulusan dan mempersiapkan mahasiswa dalam pengembangan karier. Oleh karena itu, penting untuk memahami bagaimana pandangan mahasiswa terhadap magang dan apakah mereka puas dengan pengalaman magang mereka. Tujuan dari penelitian ini untuk menguji pengaruh faktor organisasional (dukungan supervisor, kejelasan tugas, dan tantangan pekerjaan) dan individual (nilai fungsional persepsian dan nilai sosial persepsian) terhadap kepuasan magang. Responden dalam penelitian ini merupakan mahasiswa yang pernah mengikuti program Magang Bersertifikat di Kampus Merdeka angkatan 1 sampai dengan 3 dan tidak sedang terikat kontrak pekerjaan tetap dengan suatu perusahaan. Sebanyak 183 responden berhasil dikumpulkan dalam penelitian ini. Hasil dari penelitian ini menunjukkan bahwa (dukungan supervisor, kejelasan tugas, nilai fungsional persepsian dan nilai sosial persepsian berpengaruh positif terhadap kepuasan magang sedangkan tantangan pekerjaan tidak berpengaruh positif terhadap kepuasan magang.

Kata kunci: dukungan supervisor, kejelasan tugas, tantangan pekerjaan nilai fungsional persepsian, nilai sosial persepsian, kepuasan magang, dan program magang bersertifikat di kampus merdeka.

ABSTRACT

Internship is an important part of an education program aimed at enhancing graduates' competitiveness and preparing students for career development. Therefore, it is important to understand students' perspectives on internships and whether they are satisfied with their internship experiences. The objective of this research is to examine the influence of organizational factors (supervisor support, task clarity, and challenge job) and individual factors (perceived functional value and perceived social value) on internship satisfaction. The respondents in this study are students who have participated in the Certified Internship Program at Kampus Merdeka, from cohorts 1 to 3, and are not currently under a permanent employment contract with any company. A total of 183 respondents were successfully gathered for this research. The results of this study indicate that supervisor support, task clarity, perceived functional value, and perceived social value have a positive influence on internship satisfaction, while challenge job does not have a positive influence on internship satisfaction.

Keywords: supervisor support, task clarity, challenge job, perceived functional value, perceived social value, internship satisfaction, and certified internship program at kampus merdeka.