

ABSTRAK

Penelitian ini mengkaji pengaruh motivasi mahasiswa dan efektivitas program Merdeka Belajar Kampus Merdeka (MBKM) terhadap kesiapan kerja mahasiswa Fakultas Ekonomi dan Bisnis Maritim Universitas Maritim Raja Ali Haji. Masalah yang mendasari adalah tingginya angka pengangguran lulusan perguruan tinggi akibat rendahnya kesiapan kerja. Motivasi dan efektivitas program MBKM dianggap kunci dalam meningkatkan kesiapan kerja mahasiswa. Metode yang digunakan berupa pendekatan kuantitatif dengan pengumpulan data melalui kuesioner kepada 71 mahasiswa peserta MBKM. Analisis data meliputi uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas, dan regresi linier berganda. Hasil menunjukkan bahwa baik motivasi mahasiswa maupun efektivitas program MBKM berpengaruh positif dan signifikan secara parsial maupun simultan terhadap kesiapan kerja. Motivasi memberikan kontribusi paling besar terhadap kesiapan kerja. Temuan ini menegaskan pentingnya memperkuat motivasi mahasiswa dan meningkatkan kualitas pelaksanaan program MBKM. Rekomendasi diberikan kepada universitas untuk memperluas kerja sama dengan dunia industri guna meningkatkan kesempatan magang. Fakultas juga disarankan untuk lebih aktif mendorong motivasi mahasiswa agar lebih maksimal mengikuti program MBKM dan mempersiapkan diri menghadapi dunia kerja secara optimal.

Kata kunci: Motivasi Mahasiswa, Efektivitas Program MBKM, Kesiapan Kerja.



ABSTRACT

This study examines the influence of student motivation and the effectiveness of the Independent Learning and Independent Campus (MBKM) program on the work readiness of students in the Faculty of Maritime Economics and Business at Raja Ali Haji Maritime University. The underlying problem is the high unemployment rate among college graduates due to low work readiness. The motivation and effectiveness of the MBKM program are considered key to improving student work readiness. A quantitative approach was used, collecting data through questionnaires from 71 MBKM student participants. Data analysis included tests for validity, reliability, normality, multicollinearity, heteroscedasticity, and multiple linear regression. The results indicate that both student motivation and the effectiveness of the MBKM program have a positive and significant effect, both partially and simultaneously, on work readiness. Motivation contributes the most to work readiness. These findings emphasize the importance of strengthening student motivation and improving the quality of MBKM program implementation. Recommendations are given for universities to expand collaboration with industry to increase internship opportunities. Faculty are also advised to more actively encourage student motivation to maximize participation in the MBKM program and optimally prepare themselves for the world of work.

Keywords: Student Motivation, MBKM Program Effectiveness, Work Readiness

