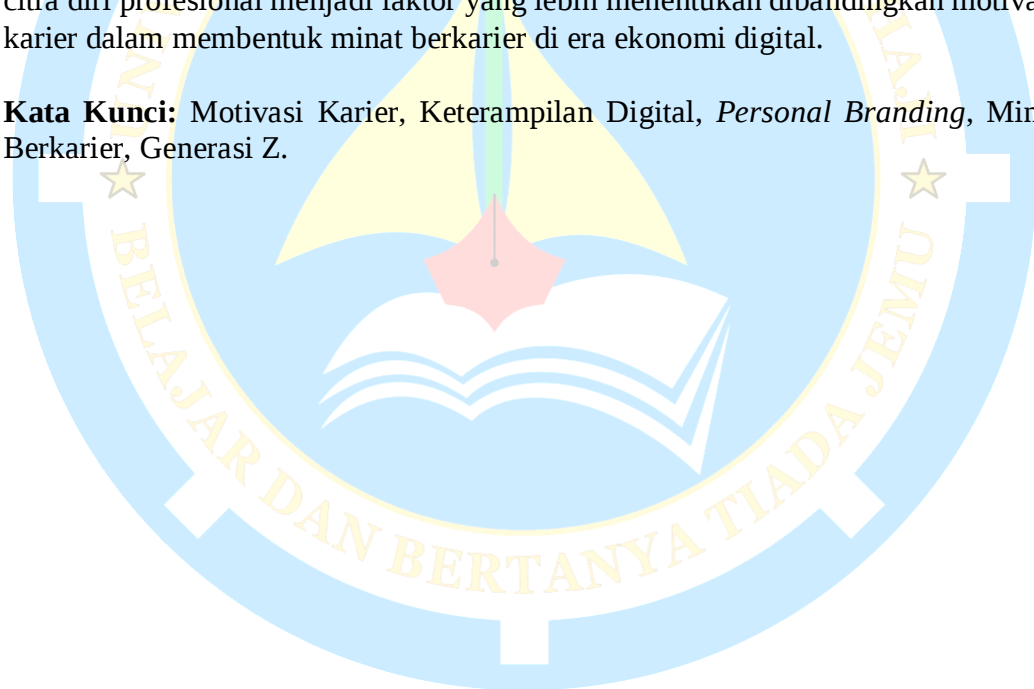


ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh motivasi karier, keterampilan digital, dan *personal branding* terhadap minat berkarier di era ekonomi digital pada mahasiswa Generasi Z di Kota Tanjungpinang. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif kausal. Data dikumpulkan melalui penyebaran kuesioner kepada 263 mahasiswa Generasi Z yang berasal dari lima perguruan tinggi di Kota Tanjungpinang, yaitu Universitas Maritim Raja Ali Haji (UMRAH), STIE Pembangunan, STISIPOL Raja Haji, STT Indonesia Tanjungpinang, dan STAIN. Teknik analisis data yang digunakan adalah *Partial Least Squares-Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa secara parsial motivasi karier tidak berpengaruh terhadap minat berkarier di era ekonomi digital. Sementara itu, keterampilan digital dan *personal branding* berpengaruh positif dan signifikan terhadap minat berkarier mahasiswa Generasi Z. Temuan ini menunjukkan bahwa kesiapan keterampilan digital dan kemampuan membangun citra diri profesional menjadi faktor yang lebih menentukan dibandingkan motivasi karier dalam membentuk minat berkarier di era ekonomi digital.

Kata Kunci: Motivasi Karier, Keterampilan Digital, *Personal Branding*, Minat Berkarier, Generasi Z.



ABSTRACT

This study aims to analyze the influence of career motivation, digital skills, and personal branding on career interest in the digital economy era among Generation Z students in Tanjungpinang City. This research employs a quantitative approach with a causal associative research design. Data were collected through questionnaires distributed to 263 Generation Z students from five higher education institutions in Tanjungpinang City, namely Universitas Maritim Raja Ali Haji (UMRAH), STIE Pembangunan, STISIPOL Raja Haji, STT Indonesia Tanjungpinang, and STAIN. Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The results indicate that career motivation does not have a significant effect on career interest in the digital economy era. Meanwhile, digital skills and personal branding have a positive and significant effect on Generation Z students' career interest. These findings suggest that digital competencies and the ability to build a professional personal brand play a more crucial role than career motivation in shaping career interest in the digital economy era

Keywords: Career Motivation, Digital Skills, Personal Branding, Career Interest, Generation Z.

