

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *technostress*, *career self-efficacy*, dan *career adaptability* terhadap motivasi karier mahasiswa Generasi Z di Kota Tanjungpinang pada era transformasi digital. Pendekatan penelitian yang digunakan adalah kuantitatif dengan jenis penelitian asosiatif kausal. Data dikumpulkan melalui penyebaran kuesioner kepada 263 mahasiswa Generasi Z dari lima perguruan tinggi di Kota Tanjungpinang, yaitu Universitas Maritim Raja Ali Haji (UMRAH), Sekolah Tinggi Ilmu Ekonomi (STIE), Sekolah Tinggi Ilmu Sosial dan Ilmu Politik (STISIPOL), Sekolah Tinggi Teknologi (STT), dan Sekolah Tinggi Agama Islam Negeri (STAIN). Teknik analisis data menggunakan *Partial Least Squares–Structural Equation Modeling* (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa secara parsial *technostress* tidak berpengaruh terhadap motivasi karier mahasiswa. Sementara itu, *career self-efficacy* dan *career adaptability* berpengaruh positif dan signifikan terhadap motivasi karier. Temuan ini menegaskan bahwa keyakinan diri dan kemampuan adaptasi karier merupakan faktor utama dalam meningkatkan motivasi karier mahasiswa di tengah perubahan digital.

Kata Kunci: *technostress*, *career self-efficacy*, *career adaptability*, motivasi karier, Generasi Z

ABSTRACT

This study aims to analyze the effects of technostress, career self-efficacy, and career adaptability on career motivation among Generation Z students in Tanjungpinang City in the era of digital transformation. This research employed a quantitative approach with a causal associative 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), Sekolah Tinggi Ilmu Ekonomi (STIE), Sekolah Tinggi Ilmu Sosial dan Ilmu Politik (STISIPOL), Sekolah Tinggi Teknologi (STT), and Sekolah Tinggi Agama Islam negeri (STAIN). Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.0 software. The results indicate that technostress does not have a significant effect on career motivation. In contrast, career self-efficacy and career adaptability have positive and significant effects on career motivation. These findings emphasize the importance of self-efficacy and career adaptability in strengthening students' career motivation amid digital changes.

Keywords: *technostress, career self-efficacy, career adaptability, career motivation, Generation Z*