

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Career Motivation*, *Digital Literacy*, dan *Peer Support* terhadap Keyakinan Pengambilan Keputusan Karier pada Generasi Z di Kota Tanjungpinang. Penelitian ini dilatarbelakangi oleh pentingnya kemampuan generasi muda dalam menentukan keputusan karier secara yakin di tengah dinamika dan kompleksitas dunia kerja di era digital. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik survei. Pengumpulan data dilakukan melalui penyebaran kuesioner kepada 100 responden yang termasuk dalam kategori Generasi Z di Kota Tanjungpinang. Data dianalisis menggunakan analisis regresi linier berganda dengan bantuan perangkat lunak SPSS Versi 26. Hasil penelitian menunjukkan bahwa secara *parsial* *Career Motivation* berpengaruh positif dan signifikan terhadap Keyakinan Pengambilan Keputusan Karier dengan nilai *t* hitung sebesar 5,760 dan nilai signifikansi 0,000, sedangkan *Digital Literacy* juga berpengaruh positif dan signifikan dengan *t* hitung sebesar 2,940 dan nilai signifikansi 0,004. Sementara itu, *Peer Support* memiliki pengaruh positif tetapi tidak signifikan dengan *t* hitung sebesar 1,741 dan nilai signifikansi 0,085. Hasil uji simultan menunjukkan bahwa *Career Motivation*, *Digital Literacy*, dan *Peer Support* secara simultan berpengaruh signifikan terhadap Keyakinan Pengambilan Keputusan Karier dengan nilai *F* hitung sebesar 58,137 dan nilai signifikansi 0,000. Nilai koefisien determinasi sebesar 0,634 menunjukkan bahwa 63,4% variasi Keyakinan Pengambilan Keputusan Karier dapat dijelaskan oleh ketiga variabel independen dalam penelitian ini, sedangkan 36,6% sisanya dipengaruhi oleh faktor lain di luar model penelitian.

Kata Kunci: *Career Motivation*, *Digital Literacy*, *Peer Support*, Keyakinan Pengambilan Keputusan Karier, Generasi Z.

ABSTRACT

This study aims to analyze the influence of Career Motivation, Digital Literacy, and Peer Support on Career decision-making self-efficacy among Generation Z in Tanjungpinang City. This research is motivated by the importance of young people's ability to make confident career decisions amid the dynamics and complexity of the digital-era workplace. This study employed a quantitative approach using a survey method. Data were collected through questionnaires distributed to 100 respondents who belonged to the Generation Z category in Tanjungpinang City. The data were analyzed using multiple linear regression analysis with the assistance of SPSS Version 26. The results indicate that, partially, Career Motivation has a positive and significant effect on Career Decision-Making Self-Efficacy, with a t-value of 5.760 and a significance value of 0.000. Likewise, Digital Literacy has a positive and significant effect, with a t-value of 2.940 and a significance value of 0.004. Meanwhile, Peer Support has a positive but insignificant effect, with a t-value of 1.741 and a significance value of 0.085. Furthermore, the simultaneous test results show that Career Motivation, Digital Literacy, and Peer Support collectively have a significant effect on Career Decision-Making Self-Efficacy, with an F-value of 58.137 and a significance value of 0.000. The coefficient of determination (Adjusted R Square) of 0.634 indicates that 63.4% of the variance in Career decision-making self-efficacy can be explained by the three independent variables, while the remaining 36.6% is influenced by other factors outside the research model.

Keywords: Career Motivation, Digital Literacy, Peer Support, Career Decision-Making Self-Efficacy, Generation Z.