

ABSTRACT

Career holds a very important role in meeting the needs of human life include student, with the purpose of obtaining happiness and satisfaction in the future, especially the needs of economic, social and psychologica. Therefore, career planning is necessary in the selection of a mature, but the current reality that the student is more motivated to choose a career as an employee, even though they know the number of labor absorption in Indonesia is still lacking and Indonesian economic situation us unstable. This leads to increasingly fierce competition in the world of work.

The purpose of this study to determine a significant factor to motivate students in choosing a career as an employee in the company. The method used in this research is descriptive quantitative research methods and data collection is using questionnaires. The sample in this study was 100 students of Business Administration, University of Telkom degree of 2011-2012 after graduating from college choosing their career as an employee, with the purposive or judgmental sampling method. The data analysis techniques in this study is using factor analysis with common factor analysis method. The data was processed using SPSS 22.0.

Based on the results of the factor analysis, it can be concluded that there are two factors that motivate students in choosing a career as an employee of the company are the primary motivation factor and a secondary motivation. Secondary motivational factors significantly motivate students in choosing a career as an employee of the company with eigenvalue equal to 5.722 and the percentage of variance equal to 52.020. Secondary motivational factors include the five variables, among others: social values, the intrinsic value of work, professional recognition, work environment and labor market considerations. By knowing a significant factor motivation students in choosing a career as an employee, area factor of motivation secondary, institution or faculty can increase the motivational factors of secondary students by providing tasks that are groups, social and field studies to students so as to improve the quality and the responsibility of the student.

Keywords: career, motivation, career selection factors, human resources