

ABSTRACT

ANALYSIS OF PUBLIC PERCEPTION OF GPA VALUE IN GETTING A JOB USING GOOGLE TRENDS WITH CAUSAL METHOD

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The Grade Point Average (GPA) is usually used as an indicator to determine the quality of a student's graduation. Various companies apply the GPA value as the main requirement in determining prospective workers to be able to take part in the job selection in a company. This situation raises various perceptions among the public regarding the value of the GPA in getting a job, which considers that the GPA is very important in finding a job. This study aims to identify the relationship between GPA and Job using data on Google Trends and the Central Bureau of Statistics in the period from early 2011 to the end of 2019. The method used in this study is a causal method to determine the direction of the relationship between the two variables, so that it can be known whether these variables statistically have a two-way relationship, have a one-way relationship, or have no direction at all. The results of this study indicate that there is a one-way relationship between Job (type of job) and GPA, namely parental supervision and learning motivation. In the regression model, this study shows that there is a significant influence between Job (type of job) on the GPA (parental supervision and learning motivation), as well as the positive regression coefficient, so that the higher the number of employment data, the higher the GPA trend in terms of parental supervision and motivation to learn.

Keywords: perception, GPA, Job, Google Trends