

## **ABSTRACT**

*The increasing number of graduates entering the job market aligns with the dynamic development of industries. Universities play a crucial role in supporting students to enhance their self-perceived employability through experiential learning activities. However, in the real job market, there are factors that cannot be controlled by graduates, such as the categorization of job markets based on university reputation.*

*This study aims to investigate the influence of university reputation on self-perceived employability among final-year students at Universitas X, using experiential learning activities as a mediator. The study aims to provide insights into enhancing the quality of human resources among Universitas X graduates to compete in the labour market.*

*The research employed a quantitative approach using descriptive analysis and Partial Least Squares Structural Equation Modelling (PLS-SEM) as the data analysis technique. The SmartPLS was used to test the hypotheses. The study used a subjective approach, surveying 383 final-year students at Universitas X.*

*The research found that university reputation has a positive and significant influence on experiential learning activities and self-perceived employability. Experiential learning activities also have a positive and significant influence on self-perceived employability. In addition, part of the effect of university reputation on self-perceived employability is mediated through experiential learning activities. However, university reputation can still explain part of self-perceived employability that does not depend on experiential learning activities.*

*Based on the research findings, practical recommendations include enhancing industry partnerships relevant to each study program and conducting continuous evaluations through Tracer Study. Additionally, optimizing experiential learning activities with industry visit programs and career development training is advised. To improve self-perceived employability, it is also recommended that University X provide scheduled and comprehensive psychodynamic counselling in each faculty. For theoretical aspects, future research could expand to include additional variables and objects to broaden the scope of the study.*

**Keywords:** *university reputation, self-perceived employability, experiential learning activities*