

ABSTRACT

Work readiness is a crucial aspect that final-year students must possess to enter the professional world. The high unemployment rate among university graduates reflects a gap between graduates' competencies and labor market demands. Internship programs and work motivation are considered key factors in preparing students to face career challenges. This study aims to examine the influence of internship programs and work motivation on the work readiness of Business Administration students at Telkom University, class of 2021.

This research employs a quantitative method with a descriptive and causal approach. Data were collected through questionnaires distributed to 200 respondents, selected using a simple random sampling technique. The analytical methods used include descriptive analysis, validity and reliability tests, and multiple linear regression analysis.

The results show that both internship programs and work motivation have a positive influence, both partially and simultaneously, on students' work readiness. Descriptive findings indicate high scores in each variable, suggesting that students perceive the benefits of internship programs and demonstrate strong work motivation. This study provides practical insights for the development of university policies related to internships and motivation enhancement. It is recommended that future research explore other influential factors such as self-confidence, organizational experience, or communication skills that may also contribute to students' work readiness.

Keywords: *internship programs, work motivation, work readiness, students*