

RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *self-efficacy*, *emotional intelligence*, dan *personal branding* terhadap kesiapan kerja mahasiswa Universitas Nahdlatul Ulama Purwokerto. Penelitian ini dilatarbelakangi oleh tuntutan dunia kerja yang semakin kompetitif di era modern yang tidak hanya menekankan kompetensi akademik tetapi juga keterampilan non-teknis. Selain itu, data Badan Pusat Statistik dan hasil *tracer study* menunjukkan masih adanya lulusan yang belum terserap secara optimal di dunia kerja sehingga menunjukkan pentingnya peningkatan kesiapan kerja mahasiswa.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner kepada 100 responden mahasiswa yang belum bekerja. Analisis data dilakukan melalui uji validitas, reliabilitas, uji asumsi klasik, serta analisis regresi linier berganda dengan bantuan SPSS yang meliputi uji t, uji F, dan koefisien determinasi (R^2).

Hasil penelitian menunjukkan bahwa secara parsial *self-efficacy*, *emotional intelligence*, dan *personal branding* berpengaruh positif dan signifikan terhadap kesiapan kerja mahasiswa. Secara simultan, ketiga variabel tersebut juga berpengaruh signifikan terhadap kesiapan kerja dengan nilai Adjusted R Square sebesar 0,687 yang menunjukkan bahwa 68,7% variasi kesiapan kerja dapat dijelaskan oleh model penelitian, sedangkan sisanya sebesar 31,3% dipengaruhi oleh faktor lain di luar penelitian.

Kata Kunci : *Self-Efficacy*, *Emotional Intelligence*, *Personal Branding*, Kesiapan Kerja

SUMMARY

This study aims to analyze the effect of self-efficacy, emotional intelligence, and personal branding on the work readiness of students at Universitas Nahdlatul Ulama Purwokerto. This research is motivated by the demands of the increasingly competitive job market in the modern era, which not only emphasizes academic competence but also non-technical skills. In addition, data from the Central Bureau of Statistics and tracer study results indicate that there are still graduates who are not optimally absorbed into the workforce, indicating the importance of improving students' work readiness.

This study uses a quantitative approach with data collection techniques through questionnaires distributed to 100 respondents who are students who have not yet worked. Data analysis was carried out through validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis using SPSS, which includes t-tests, F-tests, and the coefficient of determination (R^2).

The results show that partially, self-efficacy, emotional intelligence, and personal branding have a positive and significant effect on students' work readiness. Simultaneously, these variables also have a significant effect on work readiness, with an Adjusted R Square value of 0.687, indicating that 68.7% of the variation in work readiness can be explained by the research model, while the remaining 31.3% is influenced by other factors outside this study.

Keywords : Self-Efficacy, Emotional Intelligence, Personal Branding, Work Readiness