

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Career Adaptability*, *Job Search Self-Efficacy*, dan *Personal Branding* terhadap kemampuan kerja mahasiswa tingkat akhir Universitas Trunojoyo Madura. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah mahasiswa tingkat akhir Universitas Trunojoyo Madura, dengan jumlah sampel sebanyak 115 responden yang ditentukan menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui penyebaran kuesioner menggunakan skala Likert. Teknik analisis data yang digunakan meliputi uji instrumen, uji asumsi klasik, analisis regresi linear berganda, uji parsial (uji t), uji simultan (uji F), dan koefisien determinasi (*Adjusted R²*) dengan bantuan program IBM SPSS Statistics 27. Hasil penelitian menunjukkan bahwa *Career Adaptability* berpengaruh positif dan signifikan terhadap kemampuan kerja dengan nilai koefisien sebesar 0,451 dan nilai signifikansi 0,000. *Job Search Self-Efficacy* juga berpengaruh positif dan signifikan terhadap kemampuan kerja dengan nilai koefisien sebesar 0,598 dan nilai signifikansi 0,000. Sementara itu, *Personal Branding* berpengaruh positif namun tidak signifikan terhadap kemampuan kerja dengan nilai koefisien sebesar 0,142 dan nilai signifikansi 0,130. Secara simultan, *Career Adaptability*, *Job Search Self-Efficacy*, dan *Personal Branding* berpengaruh signifikan terhadap kemampuan kerja dengan nilai signifikansi 0,000. Nilai *Adjusted R Square* sebesar 0,423 menunjukkan bahwa sebesar 42,3% variasi kemampuan kerja dapat dijelaskan oleh ketiga variabel independen, sedangkan sisanya sebesar 57,7% dipengaruhi oleh faktor lain di luar model penelitian.

Kata Kunci: *Career Adaptability*, *Job Search Self-Efficacy*, *Personal Branding*, Kemampuan Kerja, Mahasiswa Tingkat Akhir.

ABSTRACT

This study aims to analyze the influence of *Career Adaptability*, *Job Search Self-Efficacy*, and *Personal Branding* on the work ability of final-year students at Universitas Trunojoyo Madura. This research employed a quantitative approach using a survey method. The population consisted of final-year students at Universitas Trunojoyo Madura, with a sample of 115 respondents selected through *purposive sampling*. Data were collected using a Likert-scale questionnaire. The data analysis techniques included instrument testing, classical assumption tests, multiple linear regression analysis, partial significance test (*t-test*), simultaneous significance test (*F-test*), and the coefficient of determination (*Adjusted R²*), using IBM SPSS Statistics 27. The results indicate that *Career Adaptability* has a positive and significant effect on work ability, with a regression coefficient of 0.451 and a significance value of 0.000. *Job Search Self-Efficacy* also has a positive and significant effect on work ability, with a regression coefficient of 0.598 and a significance value of 0.000. Meanwhile, *Personal Branding* has a positive but insignificant effect on work ability, with a regression coefficient of 0.142 and a significance value of 0.130. Simultaneously, *Career Adaptability*, *Job Search Self-Efficacy*, and *Personal Branding* have a significant effect on work ability, with a significance value of 0.000. The *Adjusted R Square* value of 0.423 indicates that 42.3% of the variance in work ability can be explained by the three independent variables, while the remaining 57.7% is influenced by other factors outside the research model.

Keywords: *Career Adaptability*, *Job Search Self-Efficacy*, *Personal Branding*, Work Ability, Final-Year Students.