

DETERMINANTS OF PROFESSION CHOICE OF OFFICE ADMINISTRATION EDUCATION STUDY PROGRAM STUDENTS FEB UNY AFTER COMPLETING THEIR STUDIES

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ABSTRACT

This study aims to determine the factors that influence graduates of the Office Administration Education Study Program FEB UNY in choosing a career or profession after completing their studies and the priority of profession choices after completing their studies.

This research is a quantitative research with an *ex-post facto* approach. The independent variables in this study are: influencer environment, interest in office administration profession, financial condition, self-capacity, and culture, while the dependent variable is a career opportunity in office administration. The respondents of the study were 333 students of the Administrative Education Study Program FEB UNY. Data collection using questionnaires that already meet the requirements of validity and reliability. Data analysis was carried out descriptively and statistical analysis of multiple regression techniques.

The results showed that together, *influencers*, interest/interest in the profession, financial resources supporting studies, self-capacity, and culture significantly affect career opportunities in office administration. These five variables contribute 17.6% to career opportunities in office administration. Individually, the factors of interest in the profession in office administration, financial conditions, and culture significantly affect career opportunities in the field of office administration while the factors of *influence (influencer)* and self-capacity do not have a significant influence on career opportunities in the field of office administration. The first priority for graduate career choices after completing their studies is as office practitioners, followed by MICE entrepreneurs, educators, and finally educational laboratory administrators.

Kata Kunci: *office administration, career opportunities*