

## ABSTRAK

### **Indriani, 2023. Pengaruh Pengetahuan, Motivasi, dan Emosional Terhadap Minat Berkarir di Perbankan Syariah (Studi Pada Mahasiswa Program Studi Ekonomi Syariah Fakultas Agama Islam): Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi**

Karir bagi lulusan program studi ekonomi syariah tidak hanya terbatas sebagai ekonomi syariah pendidik saja, namun dapat pula berkarir di perbankan syariah. Maksud dari penelitian ini bertujuan untuk mengetahui pengaruh pengetahuan, motivasi dan emosional terhadap minat berkarir di perbankan syariah.

Penelitian ini menggunakan metode kuantitatif. Populasi dan sampel dalam penelitian ini adalah mahasiswa Ekonomi Syariah angkatan 2019 Universitas Siliwangi sebanyak 107 orang. Teknik pengambilan sampel yang digunakan adalah sampel jenuh yaitu jumlah sampel sama dengan jumlah populasi. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu berupa angket atau kuesioner yang telah diuji validitas dan reliabilitasnya. Pada penelitian ini analisis datanya menggunakan SPSS 25.

Hasil penelitian ini menunjukkan bahwa pengetahuan berpengaruh terhadap minat berkarir di perbankan syariah, maka dapat disimpulkan bahwa  $H_{a1}$  yang menyatakan pengetahuan secara parsial berpengaruh terhadap minat diterima dengan koefisien korelasi sebesar 0,524, persamaan regresi  $Y = 16.855 + 0.621X_1$ ,  $R^2$  sebesar 27,4% dan uji t yaitu nilai signifikansi  $0,00 < 0,05$  dan t hitung 6.302. Artinya terdapat pengaruh variabel pengetahuan terhadap minat berkarir di perbankan syariah secara signifikan. Selanjutnya variabel motivasi berpengaruh terhadap minat, maka dapat disimpulkan bahwa  $H_{a2}$  yang menyatakan motivasi secara parsial berpengaruh terhadap minat diterima dengan koefisien korelasi sebesar 0,787, persamaan regresi  $Y = 10.757 + 0.640X_2$ ,  $R^2$  sebesar 61,9% dan uji t yaitu nilai signifikansi  $0,00 < 0,05$  dan t hitung 13.068. Artinya terdapat pengaruh variabel motivasi terhadap minat berkarir di perbankan syariah secara signifikan. Kemudian variabel faktor emosional berpengaruh terhadap minat berkarir di perbankan syariah, maka dapat disimpulkan bahwa  $H_{a3}$  yang menyatakan emosional secara parsial berpengaruh terhadap minat diterima dengan koefisien korelasi sebesar 0,628, persamaan regresi  $Y = 13.650 + 1.047X_3$ ,  $R^2$  sebesar 39,5% dan uji t yaitu nilai signifikansi  $0,00 < 0,05$  dan t hitung 8.275. Artinya terdapat pengaruh variabel emosional terhadap minat berkarir di perbankan syariah secara signifikan. Variabel pengetahuan, motivasi dan emosional secara simultan berpengaruh terhadap minat berkarir di perbankan syariah maka dapat disimpulkan bahwa  $H_{a4}$  yang menyatakan pengetahuan, motivasi dan emosional secara simultan berpengaruh terhadap minat diterima dengan korelasi berganda sebesar 0,811, persamaan regresi  $Y = 3.139 + 0,183X_1 + 0,496X_2 + 0,259X_3$ ,  $R^2$  sebesar 65,8% dan uji t yaitu nilai signifikansi  $0,00 < 0,05$  dan t hitung 8.275. Artinya terdapat pengaruh variabel pengetahuan, motivasi dan emosional terhadap minat berkarir di perbankan syariah secara signifikan. Dengan demikian pengetahuan, motivasi, dan emosional berpengaruh baik secara parsial maupun simultan terhadap minat berkarir di perbankan syariah.

**Kata Kunci : Pengetahuan, Motivasi, Emosional, Minat**

## ABSTRACT

**Indriani, 191002007. *The Influence of Knowledge, Motivation, and Emotional Against Interest Career in Islamic Banking (Studies in Students of the Islamic Economics Study Program, Faculty of Islamic Religion): Islamic Economics Study Program, Faculty of Islamic Religion, Siliwangi University***

Careers for graduates of the Islamic economics study program are not only limited to being Islamic economics educators, but can also have careers in Islamic banking. The purpose of this study aims to determine the effect of knowledge, motivation and emotional on interest in a career in Islamic banking.

This research uses quantitative methods. The population and sample in this study were 107 Islamic Economics students of Siliwangi University class of 2019. The sampling technique used is a saturated sample, namely the number of samples equal to the number of population. The data collection technique used in this study was in the form of a questionnaire that had been tested for validity and reliability. In this study, data analysis used SPSS 25.

The results of this study indicate that knowledge influences career interest in Islamic banking, so it can be concluded that  $H_{a1}$  which states that knowledge partially influences interest is accepted with a correlation coefficient of 0.524, the regression equation  $Y = 16.855 + 0.621X_1$ ,  $R^2$  of 27.4% and  $t$  test, namely a significance value of  $0.00 < 0.05$  and  $t$  count 6,302. This means that there is a significant influence of the knowledge variable on career interest in Islamic banking. Furthermore, the variable motivation influences interest, so it can be concluded that  $H_{a2}$  which states motivation partially influences interest is accepted with a correlation coefficient of 0.787, the regression equation  $Y = 10.757 + 0.640X_2$ ,  $R^2$  of 61.9% and the  $t$  test is a significance value of  $0.00 < 0.05$  and  $t$  count 13,068. This means that there is a significant influence of motivational variables on career interest in Islamic banking. Then the emotional variable influences career interest in Islamic banking, so it can be concluded that  $H_{a3}$  which states emotional partially affects interest is accepted with a correlation coefficient of 0.628, the regression equation  $Y = 13,650 + 1,047X_3$ ,  $R^2$  of 39.5% and the  $t$  test is significance value  $0.00 < 0.05$  and  $t$  count 8.275. This means that there is a significant influence of emotional variables on career interest in Islamic banking. Knowledge, motivational and emotional variables simultaneously influence career interest in Islamic banking, so it can be concluded that  $H_{a4}$  which states knowledge, motivation and emotional simultaneously affect interest is accepted with a multiple correlation of 0.811, the regression equation  $Y = 3.139 + 0.183X_1 + 0.496X_2 + 0.259X_3$ ,  $R^2$  is 64.8% and the  $t$  test is a significance value of  $0.00 < 0.05$  and  $t$  count is 8.275. This means that there is a significant influence of knowledge, motivation and emotional variables on career interest in Islamic banking. Thus knowledge, motivation, and emotional influence both partially and simultaneously on the interest in a career in Islamic banking

**Keywords:** Knowledge, Motivation, Emotional, Interest