

ABSTRACT

Cecilia Indriyani

1501020271

THE INFLUENCES OF INTERNSHIP SATISFACTION TOWARDS THE WILLINGNESS OF UPH MEDAN CAMPUS STUDENT TO PURSUE A CAREER IN HOSPITALITY & TOURISM INDUSTRY

(xiii + 54 pages; 10 figures; 13 tables; 6 appendixes)

The objective of this research is to determine if the internship satisfaction influences the willingness to pursue a career in hospitality & tourism industry of UPH Campus Medan students. In addition, this study examines how much internship program gives advantages and benefits from the student's perspective towards their future career and which tourism and hospitality sector students plan to join after they graduate. In line with this objective, the research was conducted on the students of UPH campus Medan majoring in Hospitality management.

The research used questionnaires which were filled by 88 faculty students. The findings included demographic information and five points Likert Scale results from the questionnaire which were interpreted to determine the students' internship satisfaction, their interest in the hospitality and tourism industry, including their career choices. The research was analyzed by taking mean scores of the findings and exceeds the validity, reliability, and normality test. The hypothesis was also tested with coefficient correlation, coefficient determination, and simple linear regression analysis which resulted that the relation and correlation exist between the variables.

The findings of this research show that internship satisfaction has influences towards the student's willingness to pursue a career in hospitality and management industry. The result of this study will help university, students, hotelier, and tourism and hospitality industry to understand the influences of internship experiences towards student's career choices

Keywords: Internship, Tourism and Hospitality Industry, Career Choices.

References : 70