

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh persepsi mahasiswa dan minat mahasiswa terhadap profesi bidang *Human resource development* (HRD). Objek penelitian ini adalah mahasiswa Strata 1 Fakultas Ekonomi Program Studi Manajemen Universitas Muhammadiyah Jember yang memiliki jumlah populasi 279 mahasiswa dan memperoleh jumlah sampel 75 responden menggunakan teknik purposive sampling. Teknik pengumpulan data menggunakan observasi, wawancara dan kuesioner. Analisis yang digunakan adalah analisis regresi linear berganda dan uji. Hasil penelitian menunjukkan bahwa persepsi mahasiswa dan minat mahasiswa secara parsial berpengaruh terhadap profesi bidang HRD (*Human resource development*).

Kata kunci: persepsi mahasiswa, minat mahasiswa, profesi bidang HRD (*Human resource development*).



ABSTRACT

This study aims to determine the effect of two variables, namely student perceptions and student interest in the HRD profession (Human resource development). The hypothesis in this study is that the students' perceptions and student interests affect the profession of HRD (Human resource development) partially. The object of this research is Strata 1 students of the Faculty of Economics, Management Study Program, University of Muhammadiyah Jember, which has a population of 75 respondents using purposive sampling techniques. Data collection techniques using observation, interviews and questionnaires. The analysis used includes validity test, reliability test, classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis and hypothesis test (t test, coefficient of determination). The results showed that student perceptions and student interests partially had a significant effect on the HRD profession (Human resource development).

Keywords: *student perceptions, student interests, HRD (Human resource development) profession.*

