

ABSTRACT

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Study Program : Management
Title : *The Influence of Campus Environment and Organizational Culture on Students' Job Readiness with Student Engagement as a Mediating Variable among Final-Year Students of the Faculty of Economics and Business, Universitas Malikussaleh*

This study aims to analyze the influence of Campus Environment and Organizational Culture on Job Readiness, both directly and through Student Engagement as a mediating variable, among final-year students of the Faculty of Economics and Business, Universitas Malikussaleh. This research is motivated by the increasingly competitive demands of the labor market driven by technological advancement and the Industrial Revolution 4.0, which require students to possess adequate job readiness before entering the workforce. This study employed a quantitative approach using a survey method. The population consisted of 904 students from the 2021 and 2022 cohorts (8th and 10th semesters) of the Faculty of Economics and Business, Universitas Malikussaleh. Samples were selected using Simple Proportional Random Sampling based on the Slovin formula, resulting in a sample of 100 respondents. Data were collected through a Likert-scale questionnaire distributed online via Google Form and analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) approach. The results show that Campus Environment has a positive and significant effect on both Student Engagement and Job Readiness. Organizational Culture also has a positive and significant effect on both Student Engagement and Job Readiness. However, Student Engagement does not have a significant effect on Job Readiness and fails to mediate the effect of either Campus Environment or Organizational Culture on Job Readiness. Therefore, students' Job Readiness is shaped more directly by the quality of the campus environment and organizational culture rather than through increased student engagement. These findings imply that the faculty should continue to improve the academic environment and organizational culture to better prepare students for the workforce.

Keywords: *Campus Environment, Organizational Culture, Student Engagement, Job Readiness, SEM-PLS*