

ABSTRAK

Nama : Teuku Rully
Program Studi : Manajemen
Judul : ***Pengaruh Interpersonal Communication, Culture Organizational, Dan Peran Orang Tua Pada Career Choice Generasi Z Di Kota Lhokseumawe***

Tujuan penelitian ini adalah untuk mengkaji pengaruh antara pengaruh *Interpersonal Communication, Culture Organizational*, dan Peran Orang Tua pada *Career Choice* Generasi Z di kota Lhokseumawe. Jenis penelitian ini adalah menggunakan jenis penelitian kuantitatif dengan Teknik pengambilan sampel *Non- Probability Sampling*. Sampel dalam penelitian ini adalah 120 responden yang merupakan Generasi Z di Kota Lhokseumawe. Pengumpulan data penelitian ini dengan data primer diambil dengan cara menyebarkan kuesioner langsung pada responden. Teknik analisis data yang digunakan adalah metode regresi linear berganda, uji asumsi klasik, uji validitas dan reliabilitas, pengujian hipotesis dan koefisien determinan dengan menggunakan program SPSS v 26.0. Hasil penelitian menunjukkan bahwa *Interpersonal Communication, Culture Organizational*, dan Peran Orang Tua memiliki pengaruh signifikan secara parsial terhadap *Career Choice* dan hasil penelitian jua menunjukkan pengaruh signifikan antara *Interpersonal Communication, Culture Organizational*, dan Peran Orang Tua, secara simultan terhadap *Career Choice*. Nilai koefisien determinan (R^2) adalah sebesar 0,410 artinya variabel dependen (*Career Choice* Y) dapat dijelaskan oleh variabel independen (*Interpersonal Communication* X_1 , *Culture Organizational* X_2 , dan Peran Orang Tua) terhadap variabel dependen (*Career Choice*) sebesar 41% sedangkan 59% dipengaruhi oleh variabel lain yang tidak diteliti pada penelitian ini.

Kata Kunci: *Interpersonal Communication, Culture Organizational, Peran Orang Tua, Career Choice*

ABSTRACT

Name : Teuku Rully
Courses : *Management*
Heading : *The Influence of Interpersonal Communication, Organizational Culture, and the Role of Parents on Generation Z Career Choice in Lhokseumawe City*

The purpose of this study is to examine the influence between influence *Interpersonal Communication, Culture Organizational*, and the Role of Parents in *Career Choice* Generation Z in the city of Lhokseumawe. This type of research is using a type of quantitative research with sampling techniques *Non-probability sampling*. The sample in this study is 120 respondents who are Generation Z in Lhokseumawe City. The data collection of this research with primary data was taken by distributing questionnaires directly to the respondents. The data analysis techniques used were multiple linear regression methods, classical assumption tests, validity and reliability tests, hypothesis testing and determinant coefficients using the SPSS v 26.0 program. The results showed that *Interpersonal Communication, Culture Organizational*, and the Role of Parents has a significant influence on partially *Career Choice* and the results of the study also show a significant influence between *Interpersonal Communication, Culture Organizational*, and the Role of Parents, simultaneously to *Career Choice*. Determinant coefficient value (R^2) is 0.410, meaning that the dependent variable (*Career Choice Y*) can be explained by an independent variable (*Interpersonal Communication X1, Culture Organizational X2*, and the Role of Parents) to the dependent variable (*Career Choice*) by 41% while 59% was influenced by other variables that were not studied in this study.

Keywords: *Interpersonal Communication, Culture Organizational, Parental Role, Career Choice*