

## The Effect of Self-Potential on Employment Prospects of FTIK IAIN Lhokseumawe Students

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### Abstract

*Abst This study aims to analyze the effect of self-potential on the job prospects of FTIK IAIN Lhokseumawe students in the context of human resource development. Self-potential is understood as an individual's internal capacity, which includes self-confidence, motivation, personal skills, adaptability, and work readiness, which play an important role in increasing the competitiveness of college graduates in the workforce. This study uses a quantitative approach with an associative research type. The research population consists of 70 FTIK IAIN Lhokseumawe graduates who have entered the workforce, all of whom were sampled using total sampling techniques. Data were collected using a structured questionnaire based on a Likert scale and analyzed using simple linear regression. The results show that self-potential has a positive and significant effect on students' job prospects. This finding confirms that self-potential is a strategic factor in human resource management and development, especially during the transition stage from education to the workforce. The novelty of this study lies in the positioning of self-potential as the main internal variable that independently influences students' job prospects in the context of Islamic religious universities. The implications of this study indicate that universities need to integrate self-development into their student management policies and programs in order to improve the employability and competitiveness of graduates. racts should be written in Indonesian using Times New Roman font size 11 with single spacing. The length should range from 150 to 250 words and presented in one paragraph. The abstract should summarize the main aspects of the study, including the purpose, methods, findings, novelty, and implications. The abstract should clearly demonstrate the contribution of the study to advancing knowledge in the field of psychology.*

**Keywords:** Self-Potential Development, Student Employment Prospects, Work Readiness

### Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh potensi diri terhadap prospek kerja mahasiswa FTIK IAIN Lhokseumawe dalam konteks pengembangan sumber daya manusia. Potensi diri dipahami sebagai kapasitas internal individu yang mencakup kepercayaan diri, motivasi, keterampilan personal, kemampuan adaptasi, dan kesiapan kerja, yang berperan penting dalam meningkatkan daya saing tenaga kerja lulusan perguruan tinggi. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi penelitian terdiri atas 70 lulusan FTIK IAIN Lhokseumawe yang telah memasuki dunia kerja dan seluruhnya dijadikan sampel melalui teknik total sampling. Data dikumpulkan menggunakan kuesioner terstruktur berbasis skala Likert dan dianalisis menggunakan regresi linier

sederhana. Hasil penelitian menunjukkan bahwa potensi diri berpengaruh positif dan signifikan terhadap prospek kerja mahasiswa. Temuan ini menegaskan bahwa potensi diri merupakan faktor strategis dalam pengelolaan dan pengembangan sumber daya manusia, khususnya pada tahap transisi lulusan dari dunia pendidikan ke dunia kerja. Kebaruan penelitian ini terletak pada penempatan potensi diri sebagai variabel internal utama yang secara mandiri memengaruhi prospek kerja mahasiswa pada konteks perguruan tinggi keagamaan Islam. Implikasi penelitian ini menunjukkan bahwa perguruan tinggi perlu mengintegrasikan pengembangan potensi diri ke dalam kebijakan dan program manajemen mahasiswa guna meningkatkan kesiapan kerja dan daya saing lulusan.

**Kata kunci:** Pengembangan Potensi Diri, Prospek Kerja Mahasiswa, Kesiapan Kerja

## INTRODUCTION

The development of the world of work in the era of globalization and digitalization requires college graduates to be comprehensively prepared, not only academically, but also personally and psychologically. Increasingly fierce competition in the job market means that graduates with high academic abilities do not necessarily have better job opportunities if they are not supported by adequate personal potential. This condition makes personal potential a strategic factor in determining the job prospects of college graduates. In line with this, Octa and Aeni found that self-efficacy as part of personal potential has a significant influence on students' work readiness, which ultimately determines their job prospects after graduation (Aeni & Octa, 2023).

Self-potential reflects an individual's internal abilities, including self-confidence, motivation, personal skills, adaptability, and work readiness. Individuals with good self-potential tend to be able to recognize their strengths and weaknesses, have a clear career orientation, and are able to adapt to the demands and dynamics of the world of work. Conversely, low personal potential often results in low self-confidence, unpreparedness for work, and limited job opportunities (Saptoto, Asri, & Palupi, 2024). Universities have a major responsibility in developing students' personal potential through the learning process, character building, and self-development activities outside of lectures. Irianto and Aufi, in their research, emphasize that a good understanding and management of personal potential has a significant effect on graduates' readiness and job opportunities. These findings indicate that personal potential is a key factor in bridging academic competence with the needs of the world of work (Aufi & Irianto, 2023). However, the reality on the ground shows that there are still university graduates who experience a gap between their competencies and the needs of the world of work. This gap indicates that the development of students' personal potential has not been fully optimized.

IAIN Lhokseumawe, as an Islamic religious university, has a strategic role in preparing graduates who are not only academically excellent, but also mentally prepared, have a strong work ethic, and strong character. However, some graduates still face challenges in entering the workforce, partly due to limited self-confidence,

work readiness, and adaptability. Therefore, an empirical study is needed to analyze the influence of self-potential on the job prospects of FTIK IAIN Lhokseumawe students.

Based on this background, this study focuses on examining the influence of self-potential on the job prospects of FTIK IAIN Lhokseumawe students. The main issue examined is the extent to which students' self-potential plays a role in improving their job prospects after completing higher education. Therefore, this study aims to analyze and explain the influence of self-potential on the job prospects of FTIK IAIN Lhokseumawe students. Theoretically, the results of this study are expected to enrich the scientific knowledge in the field of human resource management, particularly regarding the role of self-potential as an internal factor that influences the employment prospects of graduates of Islamic religious universities. Practically, this study is expected to contribute to universities in formulating policies and designing student development programs that are oriented towards improving the work readiness and competitiveness of graduates in the world of work.

## **RESEARCH METHOD**

This study uses a quantitative approach with an associative research type. The research was conducted at IAIN Lhokseumawe (Rahayu & Najib, 2025). The research population consisted of 70 FTIK IAIN Lhokseumawe graduates who had entered the workforce, based on data from the 2022 even semester graduate tracer study, which recorded and tracked graduates who were already working. The sampling technique used was total sampling, so that the entire population was used as the research sample (Siregar, 2017). The research instrument was a questionnaire based on indicators of students' self-potential and job prospects using a five-point Likert scale. The collected data were analyzed using simple linear regression to determine the effect of self-potential on students' job prospects.

## **RESULTS AND DISCUSSION**

The research results were obtained from the analysis of questionnaire data distributed to 70 FTIK IAIN Lhokseumawe graduates who had entered the workforce. The analysis focused on testing the influence of self-potential on student employment prospects. Based on the results of a simple linear regression test, it was found that self-potential has a positive and significant effect on students' job prospects, as indicated by a significance value below 0.05. This finding shows that the better the self-potential of students, the higher the job prospects they can achieve after completing higher education.

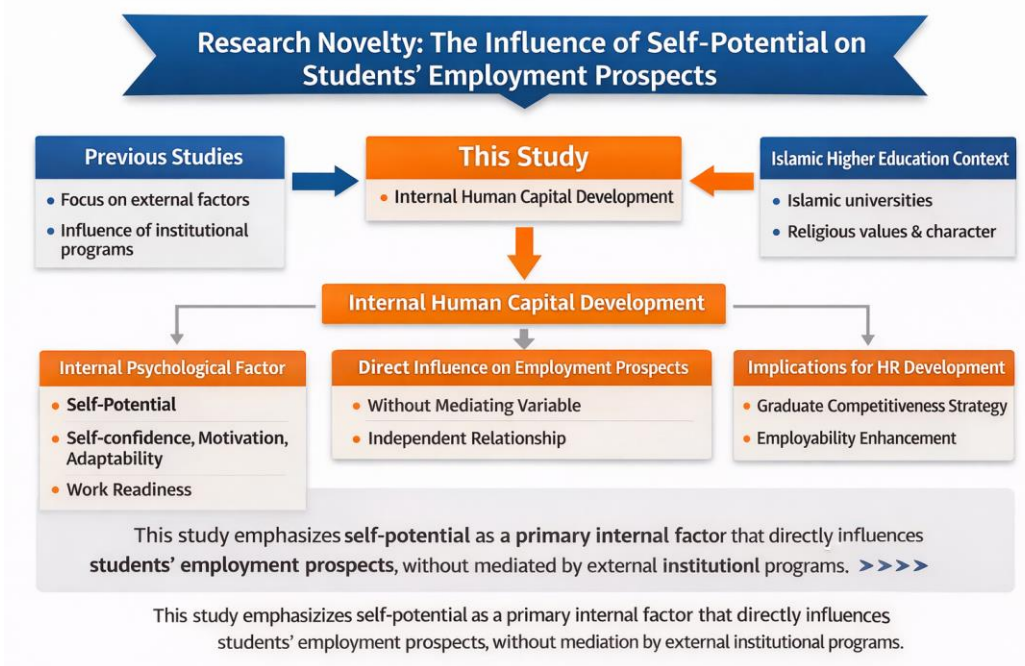
Descriptively, the majority of respondents were in the moderate to high self-potential category. The dominant indicators of self-potential include self-confidence, motivation, adaptability, personal skills, and work readiness. Meanwhile, students' job prospects are reflected in their ability to obtain employment, the suitability of the job to their educational background, and career development opportunities (Alfazani &

Khoirunisa, 2021). This condition indicates that students with well-developed self-potential tend to be better prepared to face competition in the job market and have broader employment opportunities.

From a human resource management perspective, personal potential can be understood as personal capital that plays a strategic role in increasing individual competitiveness in the world of work. Personal potential not only represents psychological abilities, but also reflects an individual's readiness to manage themselves, adapt to the work environment, and respond effectively to professional demands (Indriani & Syarifuddin, 2024). Therefore, personal potential is an internal factor that bridges the gap between the academic competencies acquired during study and the real needs of the world of work.

The findings of this study are in line with human resource development theory, which emphasizes that an individual's internal qualities are the main determinants of work success (Irawan, 2023). College graduates who rely solely on academic achievements without strengthening their personal potential risk experiencing a gap between their competencies and the demands of the workplace. Conversely, students who possess self-confidence, motivation, and good work readiness tend to be more capable of utilizing job opportunities and developing their careers sustainably.

In the context of FTIK IAIN Lhokseumawe as an Islamic religious university, the influence of personal potential on job prospects has unique characteristics. The religious values instilled during the educational process contribute to shaping students' work ethic, integrity, responsibility, and professional attitude. These values strengthen students' personal potential as internal resources that support work readiness and improve graduate employment prospects. Thus, personal potential is not only formed through the academic process, but also through the internalization of moral and spiritual values that are characteristic of Islamic religious universities.



**Figure 1.** Research Concept

The novelty of this research lies in the placement of personal potential as the main internal variable that directly influences students' employment prospects, without involving mediating variables or other external factors. Unlike previous studies that tended to emphasize the role of external factors such as non-academic programs, campus environment, or institutional support, this study emphasizes that individual internal capacity is a key factor in determining graduate employment prospects. Furthermore, this study provides new empirical contributions by examining this relationship in the context of Islamic religious universities, which are still relatively limited in human resource management studies.

The managerial implications of these findings indicate that the development of students' potential needs to be positioned as an integral part of human resource management and development strategies in higher education institutions. Higher education institutions not only play a role in improving academic competence, but are also responsible for developing students' potential through character building, increasing motivation, and strengthening work readiness. Thus, this study contributes to broadening the understanding of the role of potential as a strategic factor in improving the employment prospects and competitiveness of graduates in the world of work.

## CONCLUSION

Based on the results of this study, it can be concluded that self-potential has a positive and significant effect on the employment prospects of IAIN Lhokseumawe students. The better the self-potential possessed by students, the greater their chances of having better job prospects. And recommendations higher education institutions are advised to develop programs oriented towards enhancing students' self-potential, such as soft skills training, strengthening career guidance, and personality development. Further research is expected to examine other variables that affect students' job prospects with a more diverse approach.

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