

**PENGARUH BIMBINGAN KARIR TERHADAP MOTIVASI
MELANJUTKAN STUDI KE PERGURUAN TINGGI PADA SISWA
KELAS X SMA N 1 GIANJAR**

Oleh :

I Bagus Made Sakti Wira Satya, NIM 2011011036

Program Studi Bimbingan dan Konseling

Jurusan Ilmu Pendidikan Psikologi dan Bimbingan

Email : bagus.sakti@undiksha.ac.id

Arum-widhiyanti@undiksha.ac.id , ari.dwiarwati@undiksha.ac.id

ABSTRAK

Penelitian ini dilatarbelakangi oleh rendahnya minat siswa SMA melanjutkan studi ke perguruan tinggi akibat berbagai faktor internal dan eksternal. Penelitian bertujuan menganalisis pengaruh layanan bimbingan karir terhadap motivasi melanjutkan studi ke perguruan tinggi. Penelitian menggunakan pendekatan kuantitatif dengan desain eksperimen semu (Non-equivalent Pretest-Posttest Control Group Design) pada 40 siswa kelas X SMA Negeri 1 Gianjar yang dibagi menjadi kelompok eksperimen dan kontrol melalui teknik intact group random sampling. Data dikumpulkan menggunakan kuesioner dan dianalisis dengan Independent Sample t-Test. Hasil penelitian menunjukkan motivasi siswa pada kelompok eksperimen meningkat dari kategori sedang (73,64) menjadi tinggi (84,47) setelah enam kali layanan bimbingan karir. Uji hipotesis menunjukkan perbedaan yang signifikan antara kelompok eksperimen dan kontrol. Dengan demikian, layanan bimbingan karir berpengaruh positif dan signifikan terhadap motivasi siswa untuk melanjutkan studi ke perguruan tinggi. Hasil penelitian mengimplikasikan pentingnya pelaksanaan program bimbingan karir secara terstruktur dengan dukungan sekolah..

Kata Kunci : Bimbingan Karir, Motivasi, Melanjutkan Studi, Perguruan.

**THE INFLUENCE OF CAREER GUIDANCE ON MOTIVATION TO
CONTINUE STUDIES AT UNIVERSITY FOR 10TH GRADE
STUDENTS AT SMA N 1 GIANYAR**

By :

I Bagus Made Sakti Wira Satya, Student ID 2011011036

Guidance and Conseling Study Program

Departement of Educational Sciences, Psychology, and Guidance

Email : bagus.sakti@undiksha.ac.id

Arum-widhiyanti@undiksha.ac.id , ari.dwiarwati@undiksha.ac.id

ABSTRACT

This research was motivated by the low rate of high school graduates pursuing higher education due to various internal and external factors. It aimed to examine the effect of career guidance services on students' motivation to continue their studies at university. A quantitative approach with a quasi-experimental design (Non-equivalent Pretest–Posttest Control Group Design) was employed. The participants were 40 tenth-grade students at SMA Negeri 1 Gianyar, divided into an experimental group and a control group using intact group random sampling. Data were collected through a motivation questionnaire and analyzed using the Independent Samples t-test. The results showed that the experimental group's motivation increased from a moderate level (73.64) to a high level (84.47) after six career guidance sessions. The hypothesis test also revealed a significant difference between the experimental and control groups. These findings indicate that career guidance services have a positive and significant effect on students' motivation to pursue higher education. The study highlights the importance of implementing structured career guidance programs with strong support from schools.

Keywords: *Career Guidance, Motivation, Higher Education, Continuing Study.*