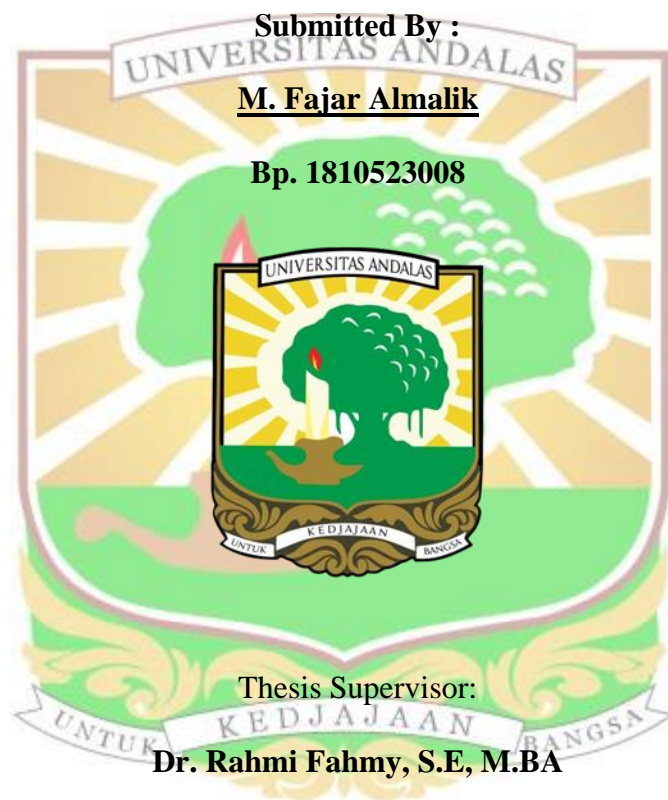


**HOW SOCIAL MEDIA, PARENTAL INTERVENTION, AND PEER
CONFORMITY AFFECT CAREER CHOICES FOR GENERATION Z
STUDENTS IN THE ANDALAS UNIVERSITY MANAGEMENT STUDY
PROGRAM**



**FACULTY OF ECONOMICS AND BUSINESS
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ABSTRACT

In everyday life we are not separated by a choice, whether it is a choice that has a small impact to a big impact, one of which is a career choice. Career choices are very important, especially for Final Year Students who will graduate from college, whether they want to continue their higher education or work. Someone will try to find information and advice to be able to convince his choice, starting from peers, parental influence, as well as the use of social media which is closely related to Generation Z. This study aims to determine the effect of social media, parental intervention, and peer conformity on Career Choices of Generation Z students of the Andalas University undergraduate management study program. This study uses exploratory quantitative methods with online survey techniques. In this study, questionnaires were given to 112 students of the 18th class of management study program. Data analysis used SmartPLS 3.3. This study found that Social Media, Parental Intervention had a positive and significant effect, while Peer Conformity had a negative and insignificant effect on Generation Z's career choice.

Keywords: Career Choice, Social Media, Parental Intervention, Peer Conformity, Generation Z.