

Factors that Inhibit Alumni from Obtaining Jobs in the Star Hotel Industry in Senggigi, West Lombok (Case Study of Alumni of the Rooms Division Study Program, Lombok Tourism Polytechnic)

Anak Agung Ngurah Sedana Putra*, Muhammad Husni HM
Lombok Tourism Polytechnic, Indonesia

Abstract. Lombok Tourism Polytechnic is a tourism vocational education institution in Lombok that has a vision of becoming a higher education institution in the vocational field with international standards, an Indonesian personality, and a mission to produce tourism human resources that are internationally competitive. However, based on graduate tracer study data held by the Lombok Tourism Polytechnic in 2022, it is noted that the Lombok tourism industry has a low absorption capacity for Lombok Tourism Polytechnic student alumni. Based on this description, this research aims to determine the factors influencing Lombok Tourism Polytechnic alumni finding work in Lombok's star hotel tourism industry. This research uses a qualitative approach to look for internal and external inhibiting factors using the method of interviewing external parties to find out external inhibiting factors and distributing questionnaires to students to find out internal inhibiting factors. The results of this research show that based on eight criteria that influence the work readiness of alumni of the Lombok Tourism Polytechnic room division study program, the internal factors that hinder Lombok Tourism Polytechnic alumni from getting jobs at star hotels in Lombok are 36% of alumni answered that the industry criteria. The high number and 28% of alumni answered that there were limited job vacancies in West Lombok and Bali, and the challenges faced by alumni which were factors preventing them from being absorbed in the hotel industry were the work environment and language.

Keywords: Factors, Inhibitors, Tracer Study

Introduction

Lombok is one of the golden triangle tourist routes (Bali, Tana Toraja, and Lombok), so tourism on Lombok Island has great potential because its attractions are still pure and natural and close to Bali. Even though Bali still influences the number of tourists visiting Lombok, it does not rule out the possibility that Lombok tourism will grow independently of Bali. Based on data from the West Nusa Tenggara Province Central Statistics Agency, it is recorded that in 2022, the number of star hotels in Lombok will be 75, which is not a small number of hotels. Based on this data, it can be proven that tourism growth in Lombok has increased quite rapidly.

In line with tourism development in Lombok, the need for professional human resources has become a focus for business managers in the tourism industry, especially hotels. The need for a quality workforce in the hotel industry is essential because there are several trends in the need for HR (human resources) in the hotel industry in this disruptive era, for example, the application of technology and computer-based skills. The hospitality industry has been impacted by technology in various ways, such as online booking, price comparison platforms, and virtual reality experiences. Tourism human resources, especially hotels, must understand technology and digitalisation to adapt to these changes.

Widodo (2016) stated that three main competencies are still obstacles in human resources: the managerial abilities of business actors, foreign language skills, and the still weak mastery of technology in supporting work. Most tourism actors, especially hotels, feel this

* Corresponding Author

condition, and it even tends to be the hope of the hotel industry, which employs people as providers of tourism services. Yudhaputri (2020:6) also conveyed a similar thing; that it is necessary to improve interpersonal skills to accommodate stakeholder needs. The interpersonal skills in question include communicating and building relationships with others.

This condition is currently occurring in the Lombok Island region. Therefore, a study of human resources that will fill jobs in the tourism sector, especially hotels on Lombok Island, is urgently needed. The projection of human resources required for the tourism sector, especially hotels, is a strategic issue that needs to be studied to plan professional human resource development. Based on this description, educational institutions that provide tourism science in Lombok must continue to be competent in educating students to produce qualified graduates or alumni to the needs of Lombok's tourism or hospitality industry.

Lombok Tourism Polytechnic is one of Lombok's tourism vocational education institutions and is one of 6 (six) Polytechnics under the auspices of the Ministry of Tourism and Creative Economy. It has the vision to become a higher education institution in the vocational field with international standards, an Indonesian personality, and a mission to produce human tourism resources with global competitiveness. However, based on graduate tracer study data held by the Lombok Tourism Polytechnic in 2022, it is noted that the Lombok tourism industry has a low absorption capacity for Lombok Tourism Polytechnic student alumni. The following is tracer study data held by the Lombok Tourism Polytechnic.

Table 1: Lombok Tourism Polytechnic Tracer Study Data

Study Program	Number of Respondents	Graduating Student Population		Total Students Passed	Total Respondent (%)
		2020	2021		
D3 Room Division	56	105	108	213	26%
D3 Culinary Arts	44	99	63	162	27%
D3 Dishes	29	87	65	152	19%
D4 travel agent	53	23	105	128	41%
Total	182	314	341	655	28%

Source: Lombok Tourism Polytechnic Primary Data, 2022

Based on the tracer study data, the Rooms Division study program is one of the study programs at the Lombok Tourism Polytechnic with the highest number of students, namely 213 students; however, based on this data, the number of absorption into the Hotel Industry, especially star hotels in Lombok, is still deficient. So, the author is interested in researching "the factors that hinder alumni of the Lombok Tourism Polytechnic Room Division study program from getting jobs in star hotels in Lombok."

Research Methods

This research is at star hotels in West Lombok, West Nusa Tenggara, and Bali. This research was conducted to determine the factors hindering Lombok Tourism Polytechnic alumni from finding work in West Lombok and Bali's star hotel tourism industry. This research uses a qualitative approach to look for internal and external inhibiting factors using the method of interviewing external parties to find out external inhibiting factors and distributing questionnaires to students to find out internal inhibiting factors.

Results and Discussion

Internal Factors

Based on the results of a questionnaire distributed to 100 alumni from 5 alumni classes of the Room Division Study program, 83% of Lombok Tourism Polytechnic Alumni currently have found work. As many as 17% are currently unemployed. Most of the alums who are not presently working gave answers because they had not found suitable job vacancies and because there had been no calls from the industry they were applying for. Regarding factors that influence student/alumni work readiness, the following results were obtained:

1. Career Planning,

Based on the Career Planning Indicator, the results showed that 95% of respondents stated that they already had future career plans. However, based on questions related to what are considered challenges and obstacles in achieving their career plans are work environment and communication factors. The work environment in question is related to cultural differences, as well as competition in the world of work, while the communication in question is the alumni's ability to communicate in a foreign language so that in the job application process, it becomes a factor that is considered by job recipients so that the chances of being accepted for work are more minor.

2. Adversity Quotient

Based on the Adversity Quotient indicator, 36% of alumni answered that high industry criteria and 28% of alumni answered that limited job vacancies in West Lombok and Bali were barriers that prevented alumni from achieving their dreams. On the other hand, alumni stated that to overcome feelings of doubt and fear of these obstacles, most answered that they would continue to try and increase their confidence in their abilities. The challenges alumni face in finding work are related to the environment and language.

3. Self Efficacy

Regarding the Self Efficacy indicator, the majority of alumni who filled out the questionnaire, 77% of alumni had confidence in achieving their planned goals. Based on this data, it can be concluded that this is not the main factor for respondents when applying for jobs.

4. Psychological Capital

For the Psychological Capital Indicator, most respondents answered that optimism and hope are attitudes needed to achieve their career goals; therefore, psychological factors have not been an obstacle for alumni in achieving their career goals.

5. Internship Experience

Based on the results of the distributed questionnaire, internship experience is an essential factor in alumni's career journey. This is proven by the response of 66% of respondents stating that internship experience helps alumni prepare themselves for the world of work.

6. Soft Skill

Regarding the soft skills indicator, based on the results of the distributed questionnaire, the majority answered that communication skills were the most important thing they had to master when entering the world of work. Similar to knowledge related to work ethics, these soft skills will influence the work readiness of the Lombok Tourism Polytechnic alumni in the industrial world.

7. Motivation for Entering the World of Work

In the motivation indicator for entering the world of work, as many as 44% of respondents answered that the desire to achieve financial independence was the main factor that motivated alumni to obtain work. In comparison, 22% answered that the willingness to implement knowledge and skills was the factor that motivated alumni of the Chamber Division study program. Regarding alumni's hopes for entering the world of work, most respondents answered that entering the world of work was an opportunity to develop and learn. Another factor that

alumni hope for in the world of work is to achieve a life balance (18%) and to obtain a high salary (17%).

8. Managerial Ability

Judging from the indicators of managerial ability, most of the abilities a leader should have are related to how the leader can become a role model for his employees and motivate employees to work optimally. So, it can be interpreted that managerial abilities are essential for leaders to have in the places they work in the future.

Based on the eight indicators that were asked of respondents, it can be concluded that the factors that inhibit alumni of the Rooms Division study program from applying to the hotel industry in West Lombok and Bali are work environment and language factors. When applying to new areas, a new work environment with a new work culture is a consideration for alumni. At the same time, the language barrier is the alumni's ability to speak foreign languages, so it becomes a barrier for alumni in applying to industries in West Lombok and Bali. Meanwhile, the challenges faced by alumni in obtaining work are high industry criteria, limited vacancies and long distances.

External Factors

Based on the results of interviews conducted by the research team and several Human Resource Managers/department heads at hotels in the Senggigi area, Lombok, and also strengthening data from Human Resource Manager hotels in Bali, several factors are taken into consideration by hotels/industry in terms of the employee recruitment process starting from skill factors, technical factors and other factors. The results are as follows:

1. Soft Skills

1) Communication

Communication skills are essential abilities that must be possessed by people who want to be involved in the hotel industry because the hotel industry is an industry that offers services, so one of the indicators of providing the best service is communication. In general, employees at several hotels in the Senggigi area have average communication skills, meaning there needs improvement. It is suspected that the people of Lombok are not yet fully aware of the importance of communication. The human resources department conducts intensive internal training to improve these communication skills. Usually, this training invites speakers from outside or professionals with a concentration related to communication training. Alumni of the Lombok Tourism Polytechnic, in general, can have good communication; this can be seen when students carry out the Real Work Practice or training programs in the hotel industry. On average, the communication skills of Lombok Tourism Polytechnic students are pretty good. This is the basis of my experience in carrying out training programs in the hotel industry. And conclusions regarding the quality of alumni in terms of communication. In several hotels in Senggigi, there are alumni of the Lombok Tourism Polytechnic who are placed in the front line department, such as at the Aruna Hotel and Merumatta Hotel, where the alumni are placed in the front office, namely Ophy Andaresta and Dinde Armitha. From these two alumni, it can be seen that Lombok Tourism Polytechnic alumni have good language skills.

2) Foreign language skills

It cannot be denied that foreign language skills, especially English, are a must because the hotel industry is global, meaning guests come from within and outside the country. In general, the English language skills of Lombok Tourism Polytechnic alumni need to be improved, especially in vocational or professional English. The current alumni's English language skills are mostly recorded or conceptual, so when facing guest complaints, alumni still stutter and misunderstand. This has an impact on the service provided to guests not being optimal. Foreign language skills in the hotel industry must be explored and understood because the language and operations use English, including terms, property management system

operations, etc. Based on the experience of Lombok Tourism Polytechnic students who carry out actual work practices or training programs in the hotel industry. The weakness of the average Lombok Tourism Polytechnic student, in general, is foreign language skills, especially English; when students or alumni meet guests or go through the interview process, they can explain themselves or introduce themselves, but when the questions start to get detailed and require explanation, what happens is that students/alumni are confused about how to answer them. They understand scientifically and technically, but explaining things in English is difficult. This needs to be a concern for the Lombok Tourism Polytechnic, so it becomes the central focus regarding English because this is the primary capital for students or alumni when entering the industrial world. This aligns with the results of a user study conducted by the Lombok Tourism Polytechnic in 2022. The user study was conducted to measure the level of satisfaction by users/industry related to alumni of the Lombok Tourism Polytechnic. User studies are carried out by measuring several criteria ranging from ethics, scientific expertise, foreign language skills, use of ICT, communication skills, cooperation, self-development, leadership, and customer-oriented service. Of the nine criteria, foreign language ability (English) is the lowest, with a satisfaction level 2.98. and for other indicators, it is at number 3 and above number 3.

Table 2: User study year 2022

Ability Type	Satisfaction Level				Average Score
	Not Enough Satisfied	Enough Satisfied	Satisfied	Very Satisfied	
Ethics		7%	23%	70%	3,6
Expertise in the Field of Science	6%	30%	50%	14%	3
Foreign Language Skills	1%	8%	51%	40%	2,98
Computer Skill	15%	15%	30%	45%	3,67
Communication Skills	10%	10%	25%	55%	3,2
Cooperation	2%	30%	28%	40%	3,1
Self-development	5%	13%	38%	44%	3,6
Leadership	2%	28%	15%	55%	3
Customer Oriented Service	6%	18%	23%	51%	3,7

Source: Lombok Tourism Polytechnic Primary Data, 2022

3) Attitude/customer orientation

Attitude is a positive attitude for hoteliers when carrying out their job description. The attitude in question includes how the individual works according to company rules, such as not being late, having a standard appearance, wearing uniforms that comply with the rules, styling hair, and paying attention to skin cleanliness. The attitude carried out by external parties is to provide services by hotel standards, provide customer-oriented services, serve wholeheartedly, avoid complaints, and implement many other things. So far, both students and alumni of the Lombok Tourism Polytechnic have a good attitude/customer orientation and are very helpful in hotel operations. When working, Lombok Tourism Polytechnic alumni/students provide good service and move quickly, especially when guests need additional services or room needs; Lombok Tourism Polytechnic students/alumni are very responsive to this. This aligns with the rules at the Lombok Tourism Polytechnic in the Lombok Tourism Polytechnic vocational education guidebook where the book regulates many student rules, starting from uniforms,

lecture hours and punishment so that students/alumni can reflect and get used to them. With the rules, including behaviour and appearance.

4) Self-confidence

Self-confidence is necessary for hoteliers, the term for people involved in hospitality. Trust is essential because of the intensity of interaction with guests; hoteliers often interact directly with guests. Confidence helps them communicate clearly and effectively, giving a good impression to guests. Another thing is that self-confidence also helps in handling complaints; confident individuals can handle these situations calmly and professionally and provide satisfactory solutions, and self-confidence allows someone to provide better service. A person is more likely to meet guest needs and provide a great experience proactively. The hospitality industry relies heavily on teamwork. Confidence helps team members communicate better, share ideas, and work together to achieve common goals. Most importantly, someone confident tends to have a more professional and trustworthy appearance, essential in providing a positive first impression to guests. Lombok Tourism Polytechnic alumni have an excellent level of self-confidence; this is indicated by how these alumni carry out their job descriptions well. This is a factor in self-confidence because alumni have solid knowledge regarding what they are doing, so there is no doubt that what they do is like they automatically know what to do. The curriculum and course structure at the Lombok Tourism Polytechnic align with what the industry needs, so this does not make it difficult for alumni when looking for work. Still, it does require adjustments because each organisation has a different culture or rules.

5) Initiative

Other soft skills are those related to initiative. The initiative is the first action or step taken to start something without waiting for orders or instructions from others. In the hotel industry, essential initiatives are implemented because, with these initiatives, one is more proactive in recognising and meeting guests' needs before they ask. This enhances the guest experience and can make them feel valued and prioritised. Then, problems can arise in the hotel industry at any time. Someone with initiative can identify issues early and take steps to resolve them quickly without waiting for superiors' instructions. The initiative also encourages creativity and innovation because operational conditions are so dynamic. Someone proactive often brings new ideas to improve service and procedures or add value to guests and the business. In line with self-confidence, there is no doubt about Lombok Tourism Polytechnic alumni because, again, as long as alumni carry out the learning process, alumni receive learning and curriculum according to what is required by the industry so that initiative in work can be seen. Alumni experience also during actual work practices provides alumni with real industry experience so that when facing challenges in hotel operations, alumni can quickly solve them and take more appropriate and targeted initiative steps to operational expectations.

6) Leadership

Leadership in the hotel industry has an approach to organisational capabilities in carrying out its operations. Leadership plays a vital role in the success and sustainability of the hospitality industry. Effective leadership directs and manages a team and establishes the culture and standards necessary for an exceptional guest experience. Based on the results of interviews, up to now, there have been no alumni of the Lombok Tourism Polytechnic who have held the position of head of department, but what is currently visible is that according to the job description, alumni of the Lombok Tourism Polytechnic have pretty good abilities. It does not rule out the possibility that they will become leaders in the future. So before that, you need to go through it step by step because to become a leader and have a leadership spirit requires a lot of time and the best hours.

7) Stamina

It cannot be denied that in the world of hospitality, we not only concentrate on intellectual abilities but must also have good physical abilities and stamina. Based on experience with

internships or training programs in the hotel industry, students at the Lombok Tourism Polytechnic often get sick at the start of their internships; the students may still be trying to adapt to the industrial conditions they face. Regarding alumni, so far, they still have good stamina and good performance. There are differences between Lombok Tourism Polytechnic students during their internship and their working conditions. This stamina must be a concern because Lombok is busy, especially in the Kuta and Senggigi areas. Currently, the average room occupancy rate always reaches 80% to 90%, continuous activity, back-to-back rooms and the number of covers for breakfast, lunch, and even dinner is quite large, so stamina needs to be continuously maintained to run smoothly.

8) Adaptability

The dynamic nature of hotel operational conditions requires someone to adapt. Guests come from various backgrounds and have different needs and expectations. The ability to adapt allows hotel staff to provide appropriate service and satisfy all guests. Apart from that, trends in tourism and technology in the hotel industry are constantly developing. Adaptive staff can quickly learn and implement new technology or trends to enhance the guest experience. Lombok Tourism Polytechnic alumni generally have good adaptability and quickly understand operational conditions in low and high session conditions. Another adaptability possessed by alumni of the Lombok Tourism Polytechnic is related to handling complaints and changing soups according to market/industry demand.

9) Appearance

Appearance is the first impression that guests receive. A neat and professional appearance gives a positive impression and builds guest trust. Appearance also reflects professionalism and commitment to high standards, essential for creating a hotel's reputation. For hoteliers, appearance can also strengthen the brand or image. Alumni of the Lombok Tourism Polytechnic understand appearance because, during the lecture process, Lombok Tourism Polytechnic students were taught about appearance, and uniforms were arranged, so it was not difficult for alumni of the Lombok Tourism Polytechnic regarding appearance.

2. Technical Ability

1) Ability to use a computer

Using a computer allows a person to provide faster and more efficient customer service. One can access guest information, process requests, and resolve complaints more efficiently. Operating a computer is an essential technical skill that must be possessed by someone involved in the world of hospitality. Lombok Tourism Polytechnic alumni are generally able to operate computers, starting from basic things such as operating a computer and using hardware and software. So, this is not an obstacle for Lombok Tourism Polytechnic alumni to be able to find work or start a career in the hospitality sector. Apart from that, Lombok Tourism Polytechnic alumni students can also operate a property management system (PMS), software used in the hotel industry to manage various aspects of hotel operations. PMS simplifies and automates many administrative and operational tasks in the hospitality world.

2) Digital marketing capabilities

Tidak It cannot be denied that the digital era seems to be our closest friend; various things and all activities cannot be separated from the role of digital. Likewise, digital developments in the world of hotels seem to be new opportunities that must be maximised, especially in marketing. Because Lombok Tourism Polytechnic alumni have not been placed in the marketing or sales and marketing department, they cannot provide an assessment regarding digital marketing. However, digital marketing may not be difficult because the average Lombok Tourism Polytechnic alumni are millennials. Usually, the industry only asks for help regarding content ideas and help posting on social media.

3) Hygiene and sanitation

Hygiene and sanitation are essential, but it is not uncommon for people not to pay attention to them even though hygiene and sanitation are customers' focus, especially after COVID-19. In general, alumni of the Lombok Tourism Polytechnic have good knowledge and application regarding hygiene and sanitation. This is in line with the fact that during lecture activities, alumni receive courses related to hygiene and sanitation, so it is not difficult for alumni to make it happen because, in terms of knowledge, they already understand it.

Other Factors

1. Manning

Manning/budget measures the labour requirements required by an organisation. The recruitment process is based on the manning that has been determined by management because the manning calculation is based on the number of rooms and seats (covers), so there is quite a significant difference, meaning the demand is small, but the supply is sufficient. Lots. This is still within the scope of the Senggigi area, but in other places, it does not rule out the possibility of significant demand. Manning usually changes every year because the calculation is based on operational performance in the previous year, so if the operational performance is good, in this case, revenue, then planning will usually be increased and vice versa. On the other hand, the recruitment process does not involve directly becoming an employee; instead, it involves going through a probation process or being a daily worker.

2. Natural disasters

Natural disasters are quite a significant factor in terms of recruitment. Especially Lombok, which was hit by an earthquake in 2018, and Covid-19, which paralysed hotel operations. In 2018, during the earthquake, most of the hotels in Senggigi were closed, and some remained operational, but expenses or operational costs were greatly minimised. Natural disasters greatly influence recruitment because there is no revenue or income, so there is no turnover or cash flow to pay employee salaries, not to mention operational costs. Hence, this is a significant factor in why we don't recruit on a large scale. Because until 2024, the hotel was still rising and recovering.

3. Inflation

Another factor is inflation conditions. The inflation hotels face is increasing prices of operational goods, but customer demand is classified as wanting the same prices. Even though the hotel has suppliers who can support operations, it cannot be denied that the price of basic materials has increased significantly, so suppliers have adjusted. Other costs, including employee usage, must be reduced to deal with inflation and keep demand going. Usually, the hotel will provide double jobs or lateral service if needed, such as back office employees becoming waiters when operational conditions in the restaurant are busy, jobs are combined, such as guest service agents and guest relations office are combined and several other strategies. This is done for the sake of extending the hotel industry itself. And hotels even recruit interns to help with hotel operations themselves.

Conclusion

Based on eight criteria that influence the work readiness of alumni of the Lombok Tourism Polytechnic room division study program, the internal factors that hinder Lombok Tourism Polytechnic alumni from Lombok in getting jobs at star hotels in Lombok are 36% of alumni answered that the industry criteria are high. The same 28% of alumni answered that there were limited job vacancies in West Lombok and Bali, and the challenges faced by alumni, which were factors preventing them from being absorbed in the hotel industry, were the work environment and language. When applying to new areas, a new work environment with a new work culture is a consideration for alumni. At the same time, the language barrier is the alums'

ability to speak foreign languages , so it becomes a barrier for alumni applying to industries in West Lombok and Bali. Apart from that, there are also non-technical factors that hotels take into consideration when carrying out recruitment, such as manning, natural disasters and inflation.

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