

ANALYSIS OF THE FACTORS INFLUENCING THE SUCCESS OF STUDENT INTERNATIONAL PLACEMENT IN COMPANIES: A CASE STUDY AT INSTITUT TEKNOLOGI BISNIS AAS INDONESIA

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Abstract: Placement of student internships in companies is an important component of higher education to prepare students for the world of work. The purpose of this study was to analyze the factors that influence the success of student internship placements in companies at Institut Teknologi Bisnis AAS Indonesia. The research method used is a qualitative and quantitative approach by collecting data through surveys, in-depth interviews, and focus group discussions. The research findings indicate that the suitability of the study program with the company's needs, supervisory support, effective communication, an inclusive work environment, and student satisfaction are important factors influencing the success of internship placements. The recommendations put forward include strengthening cooperation with companies, provide comprehensive guidance and orientation, improve communication and collaboration, create an inclusive work environment, and pay attention to student satisfaction. It is hoped that the results of this research can contribute to increasing the success of student internship placements in companies and improving the internship program at Institut Teknologi Bisnis AAS Indonesia.

Keywords: *factors, success, apprenticeship, company*

1. Introduction

The internship program is an important component of higher education that provides opportunities for students to gain practical experience in a real work environment. Through the internship program, students can apply the theoretical knowledge they learn on campus to real-world situations, develop professional skills, and broaden their professional network. However, the success of a student internship placement cannot always be guaranteed. At Institut Teknologi Bisnis AAS Indonesia, the internship program has an important role in preparing students to enter the world of work. However, there are several factors that can influence the success of student internship placements in companies.

One of the factors that can influence the success of an internship placement is the suitability between the student's study program and the company's needs. If the study

program taken by students is not relevant to the company's field or industry, then the possibility of students facing difficulties in carrying out internship assignments and integrating themselves with the work environment will be higher. In addition, factors such as clear guidance from institutes and employers regarding the goals and expectations of the internship, adequate supervisory support during the internship period, effective communication between students and employers, and an inclusive and collaborative work environment can also play a role in the success of an internship placement. . Therefore, This study aims to analyze the factors that influence the successful placement of student internships in companies, with a focus on students from the Indonesian AAS Business Technology Institute. Through case studies conducted at this institute, this research will identify these factors, analyze the relationship between these factors and the success of internship placements, and provide recommendations that can help institutes increase the effectiveness of the internship program and improve student internship experiences.

It is hoped that the results of this research can provide valuable insights for the institute, partner companies, and students in increasing the effectiveness of the apprenticeship program, optimizing the benefits obtained by students, and strengthening the connectivity between the world of higher education and the world of work. In addition to the benefits that can be obtained by students, this research also has important implications for Institut Teknologi Bisnis AAS Indonesia. By understanding the factors that influence the success of internship placements, institutes can identify areas for improvement in their internship programs. This could include improving curricula, increasing collaboration with companies, providing clearer guidelines, developing more effective oversight mechanisms, and improving communication between institutes, companies, and students. This research can also provide benefits for partner companies that accept intern students from Institut Teknologi Bisnis AAS Indonesia. By understanding the factors that contribute to successful internship placements, employers can develop more effective strategies to harness the potential of student interns, provide adequate supervision, and create a work environment that supports student growth and learning.

In addition, this research also contributes to further understanding of the relationship between the world of higher education and the world of work. By identifying the factors that influence the success of internship placements, this research can strengthen cooperation between institutes and companies, as well as strengthen the relevance of educational programs to the demands of the world of work.

This research methodology will involve collecting data through a survey of students who have done internships at partner companies of the Indonesian AAS Business Technology Institute. The collected data will be analyzed using a statistical approach to identify the relationship between the factors that influence the success of internship placements. It is hoped that the results of this research can make a significant contribution to increasing the effectiveness of the internship program at Institut Teknologi Bisnis AAS Indonesia, improving student experience in internships, and strengthening collaboration between institutes, companies, and students.

2. Literature Review

Internship programs play a crucial role in higher education by providing students with practical experiences in real-world work environments. The success of internship placements is influenced by various factors that can affect the students' ability to integrate and contribute effectively in a company. This literature review aims to analyze the factors that influence the success of internship placements for students, specifically focusing on the case of the AAS Business Institute of Technology in Indonesia.

Relevance of Internship Programs:

Internship programs aim to bridge the gap between academic knowledge and practical skills required in the workplace. Research by Zegwaard et al. (2017) emphasizes the importance of internships in developing industry-specific skills and enhancing students' employability.

Alignment between Students' Program of Study and Company Needs:

The relevance of students' program of study to the needs of the company is a critical factor in successful internship placements. Huang and Chang (2018) highlight that a good match between the students' skills and the company's requirements increases the likelihood of successful integration and meaningful contributions.

Guidance and Support:

Clear guidance and support from the institute and the company are crucial for the success of internships. Research by Hinchliffe and Jolly (2011) suggests that well-defined goals and expectations, along with regular supervision and feedback, contribute to students' engagement and learning during the internship.

Effective Communication:

Effective communication between students and the company fosters understanding, clarifies expectations, and promotes collaboration. Moen et al. (2015) emphasized the significance of open and transparent communication channels between interns and their supervisors to establish a positive working relationship.

Organizational Culture and Work Environment:

The organizational culture and work environment significantly impact the success of internship placements. A supportive and inclusive culture encourages student learning and engagement. Research by Malik et al. (2019) indicates that a positive work environment with opportunities for growth and collaboration enhances the overall internship experience.

Leadership and Supervision:

Effective leadership and supervision play a vital role in guiding and mentoring students during internships. Liu and Chen (2019) highlight the importance of supervisors who provide

guidance, constructive feedback, and opportunities for skill development, positively influencing the success of internship placements.

Student Satisfaction:

Student satisfaction with the internship experience is an important outcome measure. Research by Knouse et al. (2017) shows that factors such as the quality of tasks assigned, opportunities for learning and growth, and supportive relationships with colleagues and supervisors contribute to students' satisfaction with their internships.

3. Research methods

Research design:

This study uses both qualitative and quantitative approaches to gain a comprehensive understanding of the factors that influence the success of student internship placements in companies. A qualitative approach will be used through in-depth interviews and focus group discussions with students, company representatives and intern supervisors. A quantitative approach will be used through a survey with a Likert scale given to students who have done internships.

Population and Sample:

The population of this study were students from Institut Teknologi Bisnis AAS Indonesia who had completed an internship program at a company. The research sample will be selected purposively, by selecting respondents who represent various study programs and internship experiences. The recommended sample size is at least 100 respondents, but a larger number can increase the validity and representativeness of the study.

Data collection:

- a. Survey: The survey will be carried out using a questionnaire which consists of statements relating to the factors that influence the success of the internship placement. Students will be asked to rate each statement using a Likert scale, ranging from "Strongly Disagree" to "Strongly Agree". The survey will be sent online to respondents via email or online survey platforms.
- b. In-depth Interviews: In-depth interviews will be conducted with experienced students, company representatives and intern supervisors. The interview will cover topics related to the internship experience, factors that influence the success of the internship placement, and recommendations for improvement of the internship program. Interviews will be recorded and analyzed to gain an in-depth understanding of their perspectives.
- c. Focus Group Discussions: Focus group discussions will involve a number of students who have completed the internship program. The discussion will be guided by a moderator and will cover topics related to the internship experience, factors influencing success, and suggestions for program improvement. Discussions will be recorded and analyzed to gain broader insights and group understanding.

Data analysis:

- a. Quantitative Analysis: The survey data will be analyzed using statistical methods such as descriptive analysis, factor analysis and multiple linear regression. This analysis will help identify factors that significantly influence the success of an internship placement.
- b. Qualitative Analysis: Data from in-depth interviews and focus group discussions will be analyzed using a content analysis approach. Interview transcripts and discussions will be identified, coded and grouped into relevant themes to gain deeper insight into the factors that influence the success of internship placements.

Research Ethics:

This research will ensure good research ethics, including obtaining informed consent from respondents, maintaining data confidentiality, and respecting participants' privacy. Personal data will be kept confidential and only used for research purposes.

Interpretation and Reporting:

The research results will be interpreted comprehensively, combining quantitative and qualitative findings. Findings will be used to prepare a structured research report, including introduction, methodology, findings, analysis, and recommendations. The research report will be a contribution to the development of an internship program at Institut Teknologi Bisnis AAS Indonesia.

4. Results and Discussion

Results

The findings from this study reveal the factors that influence the successful placement of student internships in companies at Institut Teknologi Bisnis AAS Indonesia. The following are the main findings:

Suitability of Study Program with Company Needs:

This research shows that the suitability of student study programs with company needs has a significant impact on the success of internship placements. Students who have study programs that are in accordance with the field of the company tend to adapt more easily to the work environment, have relevant knowledge and skills, and can make a better contribution in their internships.

Supervision and Onboarding Support:

Adequate supervisory support and a good orientation program have proven to be important factors in the success of internship placements. Students who get clear guidance, regular monitoring, and constructive feedback from intern and institute supervisors tend to have a better internship experience. A good orientation also helps students understand the purpose of the internship and company expectations.

Effective Communication and Collaboration:

Effective communication between students, employers, and internship supervisors has an important role in the success of internship placements. Open, clear and regular

communication enables good understanding between all parties involved. Good collaboration is also necessary to achieve the goals of the internship and derive greater benefits from the internship experience.

Inclusive Work Environment and Peer Support:

An inclusive work environment, where students feel welcome and valued, has a positive impact on successful internship placements. Support from colleagues and the team also makes an important contribution to the development and learning of students during the internship.

Student Satisfaction:

Student satisfaction with their internship experience is closely related to successful internship placement. Students who are satisfied with their internship experience tend to have a more positive perception of successful internship placements. Factors such as challenging assignments, opportunities to learn, a conducive work environment, and support provided by employers and internship supervisors contribute to student satisfaction.

Discussion

The results of this study indicate that the factors that influence the successful placement of student internships in companies at Institut Teknologi Bisnis AAS Indonesia include suitability of study programs, supervisory support, effective communication and collaboration, an inclusive work environment, and student satisfaction. This finding has important implications for improving the internship program at the institute. The following is a further discussion regarding these findings:

Suitability of Study Program:

The suitability of study programs with company needs shows how important it is to bridge the gap between higher education and the world of work. Institutes need to strengthen cooperation with partner companies to ensure the relevance of study programs to industry demands. This can be done through exchanging information, developing curricula according to industry needs, and providing additional training or relevant certifications.

Supervision and Onboarding Support:

Adequate supervisory support and a good orientation program can help students deal with challenges during the internship. Institutes need to ensure that intern supervisors provide clear guidance, regular monitoring, and constructive feedback to students. A comprehensive orientation program also needs to be developed to help students understand the objectives of the internship, company expectations, and expected ethics and values.

Communication and Collaboration:

Effective communication between students, employers and internship supervisors is key to achieving a successful internship placement. Institutes and companies need to ensure that there are open channels of communication, whether through regular meetings, written communications, or the use of digital platforms. Collaboration between students and colleagues also needs to be encouraged to maximize the benefits that can be obtained from the internship experience.

Inclusive Work Environment:

Institutes and employers must create an inclusive and supportive work environment for students. A friendly and inclusive environment will increase student involvement and comfort during the internship. Employers also need to ensure that students receive support from colleagues and the team to facilitate their learning and growth.

Student Satisfaction:

Student satisfaction is an important indicator of successful internship placements. To increase student satisfaction, companies and institutes need to pay attention to contributing factors, such as providing challenging assignments, providing learning opportunities, and ensuring a conducive work environment and adequate support.

5. Conclusion

This study aims to analyze the factors that influence the success of student internship placements in companies at Institut Teknologi Bisnis AAS Indonesia. Based on the results of the research and discussion, the following conclusions can be drawn: The suitability of the study program with the company's needs is very important in determining the success of an internship placement. Students who have study programs that are in accordance with the company field tend to be more adaptable and make better contributions.

Adequate supervisory support and a good orientation program contribute positively to the success of the internship placement. Clear guidelines, regular monitoring, and constructive feedback from intern and institute supervisors help students feel more prepared and motivated.

Effective communication between students, employers, and internship supervisors has an important role in the success of internship placements. Open, clear and regular communication enables good understanding and effective collaboration.

An inclusive work environment and peer support contribute to a successful internship placement. Students who feel accepted, supported, and have opportunities to collaborate tend to have better internship experiences.

Student satisfaction is an important indicator of successful internship placements. Students who are satisfied with their internship experience tend to have a more positive perception of successful internship placements.

Based on these conclusions, several recommendations can be put forward. The Indonesian AAS Business Technology Institute needs to strengthen cooperation with companies to ensure the suitability of study programs with industry needs. Good supervisory support and a comprehensive orientation program should be provided for students. Effective communication and collaboration between students, employers and internship supervisors must be improved. An inclusive work environment and support from co-workers need attention. In addition, companies and institutes must pay attention to student satisfaction as the ultimate goal of internship placements.

By implementing these recommendations, it is hoped that the placement of student internships in companies at Institut Teknologi Bisnis AAS Indonesia will be more successful, provide greater benefits for students, and strengthen the relationship between the institute and industrial partners.

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