

## ABSTRAK

*Career calling* didefinisikan sebagai perasaan dan hasrat penuh makna pada diri seseorang terhadap suatu profesi. Selain itu, *career calling* juga merupakan keinginan seseorang untuk berkontribusi kepada banyak orang. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan sampel sebanyak 130 responden yang berprofesi sebagai dosen perguruan tinggi. Dosen merupakan profesi yang memberikan manfaat kepada banyak orang melalui mengajar dan pengabdian masyarakat.

Studi ini menguji dampak *career calling* terhadap *career adaptability* dan *perceived marketability* berdasarkan *career construction theory*. Pengujian hipotesis dilakukan dengan metode PLS. Hasil penelitian ini menunjukkan bahwa *career calling* memiliki pengaruh positif terhadap *career adaptability* dan *career adaptability* memiliki pengaruh positif terhadap *perceived internal* serta *external marketability*. Kesimpulan dari penelitian ini menunjukkan bahwa peran *career calling* pada karier seseorang dapat membantu meningkatkan kemampuan *career adaptability* yang kemudian dapat memunculkan *perceived internal* maupun *external marketability*.

**Kata kunci:** *career calling, career adaptability, perceived marketability, career construction theory*

## ABSTRACT

Career calling is defined as feeling and meaningful passion people experience toward a profession. Moreover, career calling is also a person's desire to contribute to community. This research uses a quantitative approach by using a sample of 130 respondents who work as lecturers. Lecturer is a profession that provides benefits to many people through teaching and community service.

This study examines the impact of career calling on career adaptability and perceived marketability based on career construction theory. Hypothesis testing is done by the PLS method. The results of this study indicate that career calling has a positive effect on career adaptability and career adaptability has a positive effect on perceived internal and external marketability. The conclusion from this study shows that the role of career calling in one's career can help improve lead career adaptability, which can then to perceived internal and external marketability.

**Keywords:** *career calling, career adaptability, perceived marketability, career construction theory*