

Tracer Study of Alumni of the Applied Business Administration Study Program of Politeknik Negeri Batam (Case Study of Alumni In 2015-2021)

Adhitomo Wirawan ^{1)✉}, Fuad Arif Rahman ²⁾, Agnes Tiaranadya Palit ³⁾, Alrido Martha Devano ⁴⁾, Jessica Olifia ⁵⁾

^{1,2,3,4,5}Department of Business and Management, Politeknik Negeri Batam

Article Information	Abstract
Article History: Received August 2023 Accepted September 2023 Published September 2023	This study aims to provide empirical evidence regarding the tracer study of alumni of the Politeknik Negeri Batam, Study Program Applied Business Administration Study Program (Case Study of Alumni 2015-2021). The research data is mainly sourced from questionnaires distributed to 227 alumni samples. Respondent characteristics are presented based on gender, type of class attended, year of graduation, and current domicile distribution. In addition, respondent data is presented based on the absorption of alumni which includes employment status, description of the respondent's current situation, type of work done, income, and how to get a job. The results showed that as many as 211 alumni (92.95%) had jobs that were relevant to the curriculum, but as many as 16 alumni (7.05%) did not have relevant jobs so that the Applied Business Administration Study Program curriculum had high relevance to the world of work.
Keywords: Alumni, Applied Business Administration, Tracer Study	

✉ Correspondence Address:
Tower A Jurusan Manajemen Bisnis
Batam State Polytechnic
E-mail: adhitomo@polibatam.ac.id

© 2023 Authors
ISSN 2548-9909

Introduction

Higher education is an educational institution that has an important role in shaping the character and abilities of students so that it can produce quality graduates for the advancement of the Indonesian nation (Suryana, 2018). College graduates are an integral part that cannot be separated from educational institutions. This is because the alumni profile reflects various inherent community assessments, both in terms of quality and the success of the college itself in fostering and producing competitive graduates. It is through the real actions and works produced by alumni that can determine how the perception and continuity of growth of a university in the future. Graduates of a study program are a very decisive component in the educational process carried out by the study program. The extent to which graduates participate in their field, practice their knowledge, and are well regarded by society is a good indicator of how successful higher education institutions are in producing graduates (Eliyun, 2019).

One of the state universities that wants to become a superior competency-based university in the region is Politeknik Negeri Batam. The Applied Business Administration Study Program is one of the many academic programs offered at Politeknik Negeri Batam. Between 2015-2021 the Applied Business Administration Study Program has produced 557 alumni. The number of alumni, which continues to increase every year, needs attention so that it can be evaluated regarding the level of suitability between the work carried out by alumni today and the competencies obtained during their education in the Applied Business Administration Study Program.

A tracing study for alumni of the Applied Business Administration Study Program is considered very relevant due to the lack of alumni data. The Applied Business Administration Study Program as an education provider can learn more about the implementation and quality of services carried out through tracing studies by evaluating the opinions and suggestions given by alumni. As a result, the Applied Business Administration Study Program can improve better quality. In this research, the tracer study aims to obtain precise information about the profile of graduates of the Applied Business Administration Study Program, monitor and

track the performance of graduates. Including knowing the facts related to the waiting period required by graduates of the Applied Business Administration Study Program in finding and accepting job offers.

Tracer studies can provide information for evaluating higher education outcomes, and later can also be used to improve and maintain the quality of higher education performance (Herlita, 2018). Tracer Study has now become part of the accreditation assessment by the National Accreditation Board of Higher Education. The main purpose of the tracer study program is to identify graduate employment patterns and collect alumni advice. In addition, the purpose of the tracer study is to understand the use of graduates' skills in place (Fajaryati, et al., 2015). Preliminary studies conducted on 2015 alumni of the Applied Business Administration Study Program conducted by Hidayat & Zainuddin (2017) revealed that 88.06% were already working and 11.94% were not working. For the waiting period for work, the results obtained were 44.78% waiting 1-3 months, 11.94% 4-6 months, 7.46% 7-9 months, 0% 10-12 months. In addition, 23.88% of alumni have been absorbed into the world of work before graduation and 8% of alumni have not been absorbed into the world of work. As for the work that alumni are engaged in, the data obtained are 83.58% as employees, 4.48% as self-employed, 0% further studies, 1.49% as housewives and 10.45% are looking for work (Hidayat & Zainuddin, 2017).

However, after almost seven years, the tracer study has not been conducted massively. Therefore, based on the information above, the purpose of this study is to describe the characteristics of alumni of Politeknik Negeri Batam especially Applied Business Administration Study Program and to find out the input from Politeknik Negeri Batam alumni regarding future curriculum development towards the world of work.

Research Method

The research was conducted using descriptive quantitative methods. Descriptive quantitative is a type of research that can be used to analyze data by describing or describing the data that has been collected. This research data uses primary data and secondary data. Primary data is obtained from respondents who fill out a questionnaire. While secondary data comes

from books, online journals, articles and previous research as supporting information.

Data collection was carried out by distributing questionnaires to alumni of the Applied Business Administration study program in 2017-2021 online. For open-ended questions, respondents can submit answers or responses objectively. As for the closed questionnaire, the question has been provided with several answer options so that the respondent only needs to mark the selected answer. To narrow the sample population, a sample determination using the Krejcie & Morgan technique was used. A total of 557 alumni of the Applied Business Administration study program in 2015-2021 became the population for this study. The determination of the research sample refers to the Krejcie & Morgan sample size table. By calculating using the interpolation formula, a sample of 227 was obtained with a confidence level of 95%.

Testing of research instruments is carried out by data validity test and data reliability test. The questionnaire that was tested for validity was 10 question items from the variable needs of the world of work and 4 question items from the curriculum relevance variable. Meanwhile, the data reliability test was carried out to determine the reliability of a measuring instrument with the Cronbach Alpha method. Hypothesis testing using SPSS (Statistical Product and Service Solution) software using descriptive statistical analysis and cross-tabulation analysis. Cross-tabulation analysis is performed by displaying cross tabulations of observed data or variables. This cross tabulation or contingency table is used in order to identify and determine whether there is a correlation or relationship between one variable and another (Ghozali, 2011).

Results

Respondent characteristics are grouped by gender, class condition during college (regular class or evening class), year of graduation, and current domicile distribution. In addition, respondent data is presented based on alumni absorption which includes employment status, description of the respondent's current situation, type of work done, income, and how to get a job.

Based on the results of the research conducted, it is known that there are 46 female alumni and 181 male alumni. The regular class is 145 alumni and evening class is 82 alumni. The 2015 graduation year found 13 alumni, the

2016 graduation year found 25 alumni, the 2017 graduation year found 34 alumni, the 2018 graduation year found 24 alumni, the 2019 graduation year found 59 alumni, the 2020 graduation year found the results of 35 alumni and the 2021 graduation year as many as 37 alumni.

Table I: Characteristics of Alumni Based on Domicile

Provincial Domicile	Frequency	Percentage
South Sumatera	1	0.44%
Riau	2	0.88%
Riau Islands	211	92.95%
DKI Jakarta	3	1.32%
West Java	4	1.76%
Central Java	1	0.44%
East Java	2	0.88%
West Papua	1	0.44%
Overseas	2	0.88%
Total	227	100%

(Source: Data Processing, 2022)

Based on Table I, it is obtained that the domicile of the current alumni province is mostly in Riau Islands Province with a frequency of 211 alumni or 92.95% followed by West Java province with a frequency of 4 alumni or 1.76%, DKI Jakarta province with a frequency of 3 alumni or 1.32%, Riau province, East Java Province and Overseas each has a frequency of 2 alumni or 0.88%. Alumni who are in other provinces are 3 alumni or 1.32%.

Table 2: Number of Companies Applied by Alumni

Description	Frequency	Percentage
< 3 Firms	69	30.40%
3 – 6 Firms	63	27.75%
6 – 12 Firms	59	25.99%
Others	36	15.86%

(Source: Data Processing, 2022)

During the alumni job waiting period, there were 69 alumni who applied for jobs to less than 3 firms, 63 alumni who applied for jobs to 3-6 firms, 59 alumni who applied for jobs to 6-12 firms and 36 alumni who chose others. The number of firms responding to alumni job applications also varies, namely as many as 89 alumni stated that there were less than 3 companies responding to applications, 90

alumni 3-6 companies responding to applications, 33 alumni 6-12 firms responding to applications, and 15 other alumni. The number of firms that invited alumni to conduct interviews was 73 alumni invited by less than 2 firms, 131 alumni invited by 2-5 firms and 23 other alumni.

Table 3: Waiting Period for Employment of Alumni

Description	Frequency	Percentage
Before graduation	101	44.49%
1 Month	33	14.54%
2-6 Months	74	32.60%
7-12 Months	13	5.73%
>12 Months	6	2.64%

(Source: Data Processing, 2022)

The majority of alumni get their main job before graduation with a frequency of 101 alumni or 44.49%. Furthermore, 74 alumni or 32.60% got a job about 2-6 months after graduation. 33 alumni or 14.54% got a job about 1 month after graduation. 13 alumni or 5.73% of alumni get a job with a period of 7-12 months after graduation and 6 alumni or 2.64% have a waiting time to get their first job is > 12 months.

Tabel 4: Alumni Job Type

Job Type	Frequency	Percentage
Staff TU	4	1.76%
Supplier Agency	1	0.44%
Accounting Staff	32	14.10%
Operasional Staff	2	0.88%
Marketing Staff	10	4.41%
Administration Staff	69	30.40%
Technical Engineering	1	0.44%
Receptionist Staff	2	0.88%
HRD Staff	20	8.81%
Education	5	2.20%
Sales Staff	3	1.32%
Bank	9	3.96%
Business Owner	4	1.76%
Other	65	28.63%

(Source: Data Processing, 2022)

The distribution of alumni employment types is mostly alumni working as administration, namely 69 alumni or 30.40%. Other categories, namely alumni who are looking for work, housewives, online shop businesses, production houses and so on, get the second most positions with a frequency of 65

alumni or 28.63%. Then there are 32 alumni or 14.10% who work with the type of work as accounting. Then 20 alumni or 8.81% work as HRD. 10 alumni or 4.41% work as marketing. 9 alumni or 3.96% work as banking. As many as 38.31% of alumni work in other fields such as education, administrative staff (TU), sales, owners, operations, and so on. From this data, it can be seen that the types of jobs obtained by alumni are mostly in accordance with curriculum competencies, but some are not in accordance with the curriculum.

Table 5: Average Income of Alumni

Income	Frequency	Percentage
< Rp 1.000.000	13	5.73%
Rp 1.000.000-Rp3.000.000	17	7.49%
Rp 3.000.000-Rp6.000.000	117	51.54%
Rp 6.000.000-Rp9.000.000	68	29.96%
> Rp 9.000.000	12	5.29%

(Source: Data Processing, 2022)

The average opinion of alumni each month, it is found that the majority of alumni income is at Rp 3,000,000-Rp 6,000,000 with a frequency of 117 alumni or 51.54%. Income of Rp 6,000,000-Rp 9,000,000 has a frequency of 68 alumni or 29.96%. Income of Rp 1,000,000-Rp 3,000,000 has a frequency of 17 alumni or 7.49%. Income < Rp 1,000,000 has a frequency of 13 alumni or 5.73%. Income > Rp 9,000,000 has a frequency of 12 alumni or 5.29%. From these results, it can be concluded that the alumni's income is still greater than the MSE of Batam City in 2022.

Table: 6 Crosstabulation of Gender against Income

		Gender * Income					Total	
		<Rp 1.000.000	Rp 1.000.000- 3.000.000	Rp 3.000.000- 6.000.000	Rp 6.000.000- 9.000.000	> Rp 9.000.000		
Gender	Male	Count	2	1	21	15	7	46
		% of Total	0.9%	0.4%	9.3%	6.6%	3.1%	20.3%
Female	Count	11	16	96	53	5	181	
	% of Total	4.8%	7.0%	42.3%	23.3%	2.2%	79.7%	
Total	Count	13	17	117	68	12	227	
	% of Total	5.7%	7.5%	51.5%	30.0%	5.3%	100.0%	

(Source: Data Processing, 2022)

Based on the results of the crosstab table above, it can be concluded that Male Gender on Income is income with a range of Rp 3,000,000 - Rp 6,000,000 as many as 21 male respondents (9.3%) while female gender on income with a range of Rp 3,000,000 - Rp 6,000,000 as many

as 96 respondents (42.3%). It was found that the dominant category between gender and income was the income category with a range of Rp 3,000,000 - Rp 6,000,000 as many as 117 respondents with a percentage of 51.5%.

Table 7: Crosstabulation of class type with waiting time to first job

Class	Reguler Class	Count	Waiting time for first job				Total	
			Before Graduation	1 Month	2-6 Month	7-12 Month		> 12 Month
	Reguler Class	Count	54	24	54	10	3	145
	Reguler Class	% of Total	23.8%	10.6%	23.8%	4.4%	1.3%	63.9%
	Evening Class	Count	47	9	20	3	3	82
	Evening Class	% of Total	20.7%	4.0%	8.8%	1.3%	1.3%	36.1%
Total		Count	101	33	74	13	6	227
		% of Total	44.5%	14.5%	32.6%	5.7%	2.6%	100.0%

(Source: Data Processing, 2022)

Based on the results of the crosstabulation table of class type on waiting time to get the first job, it is found that the regular / morning class is before graduation and 2-6 months after graduation with the same frequency, each of which has 54 alumni (23.8%) while for the employee / evening class is before graduation with a frequency of 47 alumni (20.7%).

Table 8: Crosstabulation of class type against curriculum relevance to job

Class	Reguler Class	Count	Curriculum is relevant to the job		Total
			Yes	No	
	Reguler Class	Count	137	8	145
	Reguler Class	% of Total	60.4%	3.5%	63.9%
	Evening Class	Count	74	8	82
	Evening Class	% of Total	32.6%	3.5%	36.1%
Total		Count	211	16	227
		% of Total	93.0%	7.0%	100.0%

(Source: Data Processing, 2022)

Based on the class crosstab table on the curriculum relevant to the job, the results show that the regular / morning class is relevant with 137 alumni (60.4%) answering "Yes" and the employee / evening class is relevant with a frequency of 74 alumni (32.6%) answering "Yes". This means that based on the class, both the regular class and the evening class, the current curriculum is relevant to the job so that it gets a score on the answer "Yes" as many as 211 alumni (93.0%).

Table 9: Crosstabulation of graduation year against companies applied after graduation

Graduation Years	2015	Count	Number of Companies Applied by Alumni				Total
			< 3 firms	3 - 6 firms	6 - 12 firms	Other	
	2015	Count	5	4	2	2	13
	2015	% of Total	2.2%	1.8%	0.9%	0.9%	5.7%
	2016	Count	6	5	9	5	25
	2016	% of Total	2.6%	2.2%	4.0%	2.2%	11.0%
	2017	Count	11	13	6	4	34
	2017	% of Total	4.8%	5.7%	2.6%	1.8%	15.0%
	2018	Count	6	4	9	5	24
	2018	% of Total	2.6%	1.8%	4.0%	2.2%	10.6%
	2019	Count	18	15	15	11	59
	2019	% of Total	7.9%	6.6%	6.6%	4.8%	26.0%
	2020	Count	9	13	11	2	35
	2020	% of Total	4.0%	5.7%	4.8%	0.9%	15.4%
	2021	Count	14	9	7	7	37
	2021	% of Total	6.2%	4.0%	3.1%	3.1%	16.3%
Total		Count	69	63	59	36	227
		% of Total	30.4%	27.8%	26.0%	15.9%	100.0%

(Source: Data Processing, 2022)

Based on the crosstab table of graduation year against companies applied after graduation, the results show that the 2015 graduation year is < 3 companies with a frequency of 5 alumni (2.2%). The 2016 graduation year is 6-12 companies applied after graduation with a frequency of 9 alumni (4.0%). The 2017 graduation year was 3-6 companies with a frequency of 13 alumni (5.7%). Graduation year 2018 is 6-12 companies with a frequency of 9 alumni (4.0%). The 2019 graduation year is < 3 companies applied with a frequency of 18 alumni (7.9%). The 2020 graduation year is 3-6 companies with a frequency of 13 alumni (5.7%) and the 2021 graduation year is 3-6 companies with a frequency of 13 alumni (5.7%).

Table 10: Crosstabulation Year Graduated against Curriculum relevance to employment

Years of Graduation	2015	Count	Curriculum Relevance to the job		Total
			Yes	No	
	2015	Count	12	1	13
	2015	% of Total	5.3%	0.4%	5.7%
	2016	Count	24	1	25
	2016	% of Total	10.6%	0.4%	11.0%
	2017	Count	33	1	34
	2017	% of Total	14.5%	0.4%	15.0%
	2018	Count	22	2	24
	2018	% of Total	9.7%	0.9%	10.6%
	2019	Count	53	6	59
	2019	% of Total	23.3%	2.6%	26.0%
	2020	Count	32	3	35
	2020	% of Total	14.1%	1.3%	15.4%
	2021	Count	35	2	37
	2021	% of Total	15.4%	0.9%	16.3%
Total		Count	211	16	227
		% of Total	93.0%	7.0%	100.0%

(Source: Data Processing, 2022)

Based on the results of the crosstab of graduation year on the relevance of the

curriculum to employment. The results obtained that the 2015 graduation year is relevant with 12 alumni (5.3%) answering "Yes". The 2016 graduation year is relevant with 24 alumni (10.6%) answering "Yes". Graduating year 2017 is relevant with 33 alumni (14.5%) answering "Yes". Graduation year 2018 is relevant with 22 alumni (9.7%) answering "Yes". The 2019 graduation year is relevant with 53 alumni (23.3%) answering "Yes". The 2020 graduation year is relevant with 32 alumni (14.1%) answering "Yes" and the 2021 graduation year is relevant with 35 alumni (15.4%) answering "Yes". This means that the graduating year to job-relevant curriculum is that alumni graduating year 2015-2021 get a curriculum that is relevant to their current job with a total of 211 alumni (93.0%) answering "Yes".

Discussion

Alumni assessed that the study program placed great emphasis on learning methods, practicum, presentations, and group discussions. On average, 26.88% of alumni stated that the applied business administration study program approach was very large, 40.95% of alumni stated it was large, 28.45% of alumni stated it was quite large, 3.75% of alumni stated it was less large, and no alumni stated it was not at all.

The relevance of the Applied Business Administration study program curriculum to the world of work is relevant, this is based on 211 alumni (92.95%) having jobs that are relevant to the curriculum, but 16 alumni (7.05%) do not have relevant jobs. In addition, there are several courses that are closely related to the current work of alumni including Introduction to business administration and management courses selected by 118 or (51.98%) respondents, office applications and software selected by 89 or (39.21%) respondents, filling selected by 84 or (37%) respondents, basic excellent service selected by 78 or (34.36%) respondents, office management selected by 78 or (34.36%) respondents, secretarial selected by 74 or (32.60%) respondents, business ethics and profession selected by 59 or (25.99%) respondents and English (TOEIC Preparation) selected by 52 or (22.92%) respondents.

Furthermore, 38 respondents (25.50%) suggested foreign language training and certification. Then 22 respondents (14.77%) suggested SAP/ERP certification, then 21

respondents (14.09%) suggested ISO related to audit and HSE, 19 respondents (12.75%) suggested interpersonal communication training, and 15 respondents (10.07%) suggest mastery of Microsoft Office. Other respondents suggested abilities such as digital marketing, data processing, and HR certification. Alumni believe that this ability can increase the competitiveness of new graduates to apply for jobs.

Conclusion

Based on the research results, it is known that the relevance of the business administration study program curriculum to the world of work is known to be relevant. This is based on 211 alumni (92.95%) having jobs that are relevant to the curriculum, but as many as 16 alumni (7.05%) do not have jobs that are relevant. The majority of alumni consider that the applied business administration study program places great emphasis on learning methods, practicum, presentations, and group discussions so that there are several courses closely related to alumni's current work. Furthermore, in this study alumni provide advice regarding the abilities that students should have before graduating. The suggestion is in the form of providing training and certification in several fields needed in the world of work. The training and certification in question are foreign languages, SAP/ERP applications, ISO on auditing and occupational health & safety, interpersonal communication, and mastery of Microsoft Office.

Suggestion

Politeknik Negeri Batam is expected to increase collaboration with domestic and private agencies or companies to provide information on job vacancies that are in accordance with the competencies and abilities of graduates through the Job Centre.

The Applied Business Administration study program should conduct alumni tracer studies on a regular basis to obtain information that describes the condition of alumni such as the profession occupied, the waiting period for getting a job, relevant subjects, relevant skills in the world of work and average income. This tracer study data can be used to improve the quality of graduates and develop study program curricula to produce alumni with hard and soft

skill competencies that are in line with the needs of the world of work.

In the field of curriculum, alumni respond to the need for curriculum development that remains current to adapt to the needs of a very dynamic job market by providing various training and certifications for students which give graduates added value during the recruitment process.

References

- Badan Akreditasi Nasional Perguruan Tinggi. (2008). Accreditation of Higher Education Institutions. Jakarta: *BAN-PT*.
- Eliyun, N. (2019). Tracer Study Alumni of the Nursing Profession Program, Faculty of Health Sciences, Muhammadiyah University, Surakarta, Graduate Year 2016-2018. *Health Journal*.
- Fajaryati, N., Priyanto, Sukardiyono, T., Utami, A. D., Pambudi, S., & Destiana, B. (2015). Studi Penelusuran (Tracer Study) Terhadap Alumni Program Studi Pendidikan Teknik Informatika Jurusan Pendidikan Teknik Elektronika Fakultas Teknik Universitas Negeri Yogyakarta. *Jurnal Electronics, Informatics, and Vocational Education (ELINVO)*, Volume 1, Nomor 1.
- Ghozali, I. (2011). *Multivariate Analysis Application with SPSS Program*. Semarang: Diponegoro University Publishing Agency.
- Herlith. (2018). Tracer Study of Alumni of the Faculty of Economics, Jakarta State University. *1st National Expert Seminar 2018, Book 2*.
- Hidayat, R., & Zainuddin, M. (2017, Juli). Profil Lulusan Program Studi Administrasi Bisnis Terapan Tahun 2015 dan Relevansinya dengan Penyerapan Dunia Kerja. *Jurnal Akuntansi, Ekonomi dan Manajemen Bisnis*, 5(1), 91-104. doi:<https://doi.org/10.30871/jaemb.v5i1.356>
- Kartini, Cartono. (2013). *Preparing and Guiding Careers*. Jakarta: Rajawali Press
- Ministry of Education and Culture. (2012). *Guidebook of Career Center System Edition II*. Jakarta: *Directorate General of Higher Education, Ministry of Education and Culture*.
- Sanusi. (2017). *Business Research Methodology*. Jakarta: Salemba Empat.
- Schomburg, Harald (2003). *Handbook for Graduate Tracer Study*. Moenchebergstrasse Kassel, Germany: *Scientific Center for Vocational and University Research, University of Kassel*
- Soemantri, D. (2010). *Relevance Study of UNY Geography Education Department Graduates 2005–2009*. Yogyakarta State University.
- Sugiyono. (2018). *Quantitative Research Methods, Qualitative, and R&D*. Bandung: Alfabeta.
- Sukmadinata, N. S (2007). *Student Development*. Jakarta: *The Open University*
- Suryana, S. (2018). The Role of Higher Education in Community Empowerment. *Rabbani Journal of Islamic Education*, Vol. 2 No. 2.
- Suyati, T., Widiharto, C. A., Rakhmawati, D., & Maulia, D. (2011). Tracing study of PPB FIP IKIP PGRI Semarang alumni (In the Context of Curriculum Development). *Journal of Educational and Guidance Psychology Research (JP3B)*, 1(1).