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ACCESSING FACTORS THAT INFLUENCE STUDENTS TO
CHOOSE THEIR INTERNSHIP PLACEMENT

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ABSTRACT

This research is aiming to have an unconventional and valid reason of choices towards the placement. The focus on this study is only on the hospitality students as the researchers are concern with the huge of turnover students from the hotel industry. This study also was conducted in order to verify which of the choices gave the most benefits for the students. Specifically, all the factors that being listed in this study being evaluated by doing comparable that based on other researches of findings and discussion which explained the method of the study is under type of secondary data. The result of the findings and discussion discovered that, among the three variables which are competitive remuneration, comprehensive training program, and organizational brand, the most choices that influence other students is the competitive remuneration. The result is based on the findings of other researches as a support to uphold the statements.

The choices can also be more valid by not just focusing on the hospitality students but other program such as the accountant students. Future research also could focus on wider of choices that could influence students' preferences towards their placement.

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TABLE OF CONTENTS

3 METHODOLOGY

4 ANALYSIS AND RESULTS OR FINDINGS

LIST OF TABLES

LIST OF FIGURES