

ABSTRACT

This study aims to analyze intrinsic and extrinsic factors that influence the preferences of Islamic Economics students at Universitas Diponegoro in choosing to work in Islamic Financial Institutions. The primary focus of this research is to examine the extent to which intrinsic variables such as reservation wage, gender, Islamic values and principles, and knowledge of Islamic economics, as well as extrinsic factors including job opportunities, social environment, Islamic economics education, and internship experience, affect students' preferences for pursuing a career in the Islamic financial sector.

This research uses primary data with a quantitative approach. Data were collected through structured interviews with 113 respondents who are active students from the 2021 cohort of the Islamic Economics Study Program. The data were analyzed using binary logistic regression and processed with SPSS software. The dependent variable, namely the preference to work in Islamic financial institutions, was measured dichotomously (yes/no), while the independent variables were developed using a Likert scale and dummy variables, according to their characteristics.

The results indicate that the social environment and Islamic economics education variables have a significant and positive influence on Islamic Economics students' preferences to work in Islamic Financial Institutions. Meanwhile, variables such as reservation wage, gender, Islamic values and principles, knowledge of Islamic economics, job opportunities, and internship experience did not show a statistically significant influence.

Keywords: *work preference, islamic financial institutions, islamic economics*