

ABSTRACT

Career commitment reflects an individual's dedication to maintaining and developing a long-term career. The low participation of administrative staff at Universitas Diponegoro in career development programs indicates the need to strengthen career commitment. This study aims to examine the effects of self-efficacy and motivation on career commitment, with employee engagement serving as a mediating variable among administrative staff at Universitas Diponegoro. This research employed a quantitative approach with a causal research design. A total of 125 administrative staff were selected using purposive sampling. Data were collected through a five-point Likert scale questionnaire and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4 through the Disjoint Two-Stage Approach. The results indicate that self-efficacy and motivation do not have a significant direct effect on career commitment. In contrast, employee engagement has a positive and significant effect on career commitment. Furthermore, employee engagement significantly mediates the effects of self-efficacy and motivation on career commitment. The study concludes that strengthening career commitment among administrative staff is more effectively achieved by enhancing employee engagement rather than solely improving self-efficacy and motivation. These findings provide practical insights for Universitas Diponegoro in developing human resource policies that emphasize employee engagement to strengthen career commitment.

Keywords: *self-efficacy, motivation, employee engagement, career commitment, educational staff*

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