

**THE IMPACT OF STUDENT PARTICIPATION IN VOLUNTEERING
PROGRAMS ON SOFT SKILLS, JOB READINESS, AND SOCIAL
CONTRIBUTION: THE MODERATING ROLE OF SOCIAL MEDIA**



THESIS

A Undergraduate Thesis Submitted to the Faculty of Economics and Business,
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2026

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PROGRAMS ON SOFT SKILLS, JOB READINESS, AND SOCIAL
CONTRIBUTION: THE MODERATING ROLE OF SOCIAL MEDIA**

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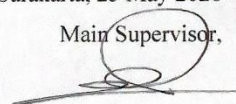
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Menyatakan dengan sebenarnya bahwa skripsi yang saya buat dan serahkan ini merupakan hasil karya saya sendiri, kecuali kutipan-kutipan dan ringkasan-ringkasan yang semuanya telah saya jelaskan asal sumbernya. Apabila dikemudian hari terbukti dan atau dapat dibuktikan bahwa skripsi ini hasil jiplakan, maka saya bersedia menerima sanksi apapun dari Fakultas Ekonomi dan Bisnis dan atau gelar dan ijazah yang diberikan oleh Universitas Muhammadiyah Surakarta batal saya terima.

Surakarta, 30 Mei 2026

Yang membuat pernyataan,



Restiana Mulyaviani

MOTTO

"La yukallifullahu nafsan illa wus'aha"

Allah does not burden anyone beyond their capacity.

The way to stay ahead is to start now. If you start now, by next year you'll know many things you don't know now, and you won't know what the future holds if you keep putting it off.

-William Feather

DEDICATION PAGE

With profound gratitude to Almighty God for the blessings, guidance, and strength that enabled the completion of this thesis, I sincerely dedicate this work to:

1. My beloved parents, whose unwavering love, prayers, and boundless moral and material support have been my greatest source of strength. Thank you for your countless and immeasurable sacrifices.
2. My thesis supervisor, who generously invested time, effort, and expertise, providing invaluable guidance, direction, and scholarly insights throughout the research process.
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ABSTRACT

This study investigates the impact of student volunteerism on the development of soft skills, job readiness, and social contributions. Additionally, it explores how social media usage moderates the relationships between active volunteer participation and these three developmental outcomes.

Adopting an explanatory research design, this study utilized a quantitative approach with a sample size of 90 Indonesian university students selected via a purposive sampling technique. A purposive sampling technique was deployed to select respondents who strictly fulfilled the predetermined inclusion criteria. Data collection was executed via a five-point Likert scale online questionnaire, and the resulting dataset was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS software.

The empirical results demonstrate that social media exerts a direct, positive, and statistically significant impact on soft skills, job readiness, and social contribution. Contrarily, the analysis indicates that social media does not function as a significant moderator in the relationship between volunteer involvement and the three outcome variables. These insights suggest that while social media independently drives personal, professional, and civic advancement among students, it does not magnify or accelerate the positive impacts of volunteer participation on skill development, employability, or societal engagement.

This research enriches literature on experiential learning and civic engagement within higher education frameworks. Additionally, it provides actionable insights for academic institutions aiming to develop digitally-integrated volunteering frameworks that effectively boost graduate competencies and workforce preparedness.

Keywords: volunteering, soft skills, job readiness, social contribution, social media, university students.

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Bismillahirrohmaanirrohim

Assalaamu 'alaikum Warahmatullahi Wabarakatuh

All praise and gratitude are due to Allah SWT for His abundant grace and guidance, which enabled the successful completion of this thesis, entitled “*The Impact of Student Participation in Volunteering Programs on Soft Skills, Job Readiness, and Social Contribution: The Moderating Role of Social Media*”. Peace and blessings be upon the Prophet Muhammad SAW, the ultimate exemplar of truth and guidance for all mankind.

I readily acknowledge that this milestone would not have been achieved without the invaluable guidance, direction, and support of numerous individuals. I would like to express my sincere appreciation to:

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7. All contributing parties whose individual names are omitted here, but whose support and encouragement proved essential to the completion of this work.

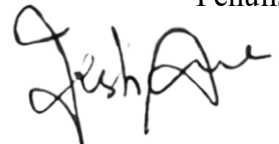
Whilst I have made every effort to ensure the rigour of this work, I acknowledge that limitations remain in its execution and presentation. I therefore welcome constructive critique and suggestions to inform future research. I trust this study will offer valuable insights to readers and serve as a cornerstone for future academic and professional pursuits.

Aamiin yaa Rabbal 'aalamiin.

Wassalamu'alaikum Warahmatullahi Wabarakatuh

Surakarta, 30 May 2026

Penulis

A handwritten signature in black ink, appearing to read 'Restiana'.

Restiana Mulyaviani

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