

## THE RELATIONSHIP BETWEEN ACADEMIC VALUE OF S1 GRADUATES OF COSMETOLOGY EDUCATION TO CAREER SUCCESS IN THE BEAUTY INDUSTRY

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### Abstract

This research aims to 1) Knowing the career success that has been achieved by graduates in 2023 S1 Cosmetology Education. 2) Knowing the contribution of graduates' GPA in achieving career success in the beauty industry. 3) To find out the relationship between the academic value of graduates in 2023 S1 cosmetology education to career success in the beauty industry. The research approach uses quantitative with a correlation research method that is carried out online without limited time and place by utilizing digital *platforms* as a means of data collection, the subjects in this study are 35 graduates in 2023 S1 Cosmetology Education. The data collection technique used a *likert* scale with a questionnaire instrument. The data analysis technique used the mean value and *Pearson* correlation at SPSS 25. The results of the study found that: (1) there are 46% of graduates with the most salary/income category 3 in 2021, which ranges from 5-10 million, compared to category 1 (23%), category 2 (14%) and category 4 (17%). (2) Academic scores based on GPAs obtained by graduates show that 77% of graduates get a GPA of category 4, which ranges from 3.51-4.00 and the remaining 23% get a GPA of category 3, which ranges from 3.00-3.50. (3) there was a very significant relationship between academic grades and graduate career success, with a *Pearson* correlation of 0.794 (p value = 0.000). Shows that academic grades are significantly related to the success of a graduate's career in the beauty industry. Suggestions for further research to further research related to the development of the beauty industry, new technologies, and other factors that affect the success of graduates' careers.

**Keywords:** Academic Grades, Career Success

## INTRODUCTION

The beauty industry in Indonesia has experienced rapid development in recent years, driven by increasing public awareness of personal care, global trends, and technological advancements. This growth opens up great opportunities for professionals in the beauty field, such as *makeup artists*, dermatologists, *beauty influencers*, and cosmetics business actors. Along with that, universities and training institutions play an important role in producing experts who not only master theory, but also have practical skills that suit the needs of the industry. It is important for education in the field of beauty to continue to adapt the curriculum to developments in trends, technology, and market demand so that graduates have high competitiveness.

Universities are required to be able to produce graduates who are competitive and ready to work after graduation. The level of competitiveness of graduates can be seen from how quickly they get their first job, success in job selection, and the amount of salary they receive. The suitability of education with the world of work is reflected in the type of work undertaken, the place of work, the relationship between the field of study and work, and the extent to which the courses studied are useful in the job. Graduates of S1 Cosmetology Education are expected not only to have a good academic understanding, but also qualified practical skills. The goal is to meet the community's need for experts and skilled personnel with various skills.

Career success in the beauty industry can be measured from various aspects, one of which is the level of income or salary earned. High incomes often reflect an individual's competence, experience, and ability to meet industry needs and compete in the job market. In addition, factors such as practical skills, innovation in work, professional networking, and the ability to adapt to trends also contribute to determining a person's value in the world of work. Meanwhile, one of the ways that is often used to assess the academic ability of a graduate is through the Cumulative Achievement Index (GPA). GPA reflects student learning outcomes during the course of college and is often considered a measure of how well a person masters the theories and skills taught in college.

The results of the study from (Nunik, F. 2021) show that GPA is still the main requirement but not absolute for the recruitment process because it is still supported by *soft skill* assessments. One of the studies shows that education in the field of beauty and motivation to be entrepreneurial play an important role in determining a person's success in running a business in the beauty industry (Putri, A. K 2024). Other research reveals that fieldwork experience, such as internships or industrial training, has an important role in preparing

Cosmetology Education students to enter the workforce. Students who have more practical experience tend to be better prepared to face challenges in the beauty industry, because they are used to applying the skills learned in lectures to real work situations (Putri, A. 2024). Research that specifically examines the relationship between academic grades based on the GPA of S1 Cosmetology Education graduates and their income in the beauty industry is still limited.

In this case, it is important to examine whether high academic grades in the form of GPA, are directly proportional to career success in the form of salary/income in the beauty industry. This research is expected to provide insight for educational institutions in developing a curriculum that is more in line with the needs of the industry, important in understanding the relationship between academic education and the reality of the world of work in the beauty industry. This research can be the basis for developing a more effective curriculum, which also increases students' readiness to enter the highly competitive world of work. Identify the issues to be researched in the research on the Relationship of Academic Value of S1 Cosmetology Education Graduates to Success in the Beauty Industry.

## METHOD

The type of research that will be carried out in this study is quantitative using a correlation approach. Through this approach, researchers collect data to determine whether there is a relationship and how strong the relationship is between the variables studied (Nasehudin, T. S., 2012 in Ibrahim, M. B., 2023).

This research was carried out online without limited time and place by utilizing digital platforms as a means of data collection. The time for the research to be carried out is March 2025.

The population in this study is graduates of S1 cosmetology education. Meanwhile, the research sample in this study is 35 graduates in 2023 S1 Cosmetology Education UNESA.

The procedure for this research includes:

The planning/preparation stage includes preparing research instruments, namely questionnaire sheets related to academic grade (GPA) and career success questions, questionnaire questions or questionnaires using the Likert scale. Then validate the questionnaire sheet to the validator and revise it according to the input and results that have been valid for use.

Followed by the implementation stage, this research was carried out in March - completed. By distributing questionnaires to be filled out to graduates in 2023 S1 Cosmetology Education.

In the data analysis stage, the 2023 S1 Cosmetology Education alumni filled out a questionnaire that had been prepared. Doing documentation with S1 Cosmetology

Education alumni in 2023.

Data collection in this study was carried out through actions, words, and additional data sources such as questionnaires. In this study, the researcher used the *Likert* scale. This scale is used to complete a questionnaire that asks respondents to state their level of approval of a number of statements. The sampling technique applied is *Purposive Sampling*, which is a method of selecting samples based on certain criteria or considerations. To obtain data, the researcher applied several data collection techniques that were in accordance with the needs of the research. The questionnaire for the Free Variable (X) contains a questionnaire of questions related to the relevance of GPA to the world of work based on the GPA obtained. The questionnaire for Bound Variables (Y) contains a questionnaire that measures success through salary/income that can be used on a likert scale to find out statements related to salary/income obtained after graduating from college.

The instruments in this study include a questionnaire instrument for academic grades based on the GPA obtained. The questionnaire sheet in this study was used to measure the relevance learned during lectures to the world of work using the Likert scale. Alumni are asked to show their level of agreement with the statement given by filling out a question by choosing one of the answers. Questionnaire instrument for career success based on salary/income earned. This questionnaire is used to measure the success of graduates in 2023 S1 Cosmetology Education after taking a bachelor's degree in education. The questions in the questionnaire use a Likert scale, where respondents are asked to determine how much the salary/income received is appropriate to the level of education.

The data analysis technique of this study uses a questionnaire that is divided into two categories, namely to measure career success and academic value in the beauty industry. Each category has questions designed to provide in-depth insights into alumni answers to GPAs that affect their career success.

Respondents were asked to rate each question in each category using the *likert scale* provided. The following are the categories of questionnaire data that will be used for the research:

1. Questionnaire for academic grades based on GPA obtained

Table 1. Questionnaire Assessment

No	Assessment of GPA obtained	Category
1	1	Strongly Disagree
2	2	Disagree
3	3	Neutral
4	4	Agree
5	5	Strongly agree

Source : Budiaji, W. (2013) in Firdaus, R. A., (2022).

To find the variable X (academic value using data analysis with percentage value using percentage value:

$$p = \frac{f}{n} \times 100\%$$

(Trianto, 2010 in Comelta, Y., & Zaimil, R. 2018)

Information:

P = Percentage of respondent answers

F = Number of responses from respondents

N = Number of respondents

2. Questionnaire for career success based on salary/income earned.

Table 2. Assessment of salary/income questionnaire obtained

No	Assessment of salary/income earned	Category
1	1	Strongly Disagree
2	2	Disagree
3	3	Neutral
4	4	Agree
5	5	Strongly agree

Source : Budiaji, W. (2013) in Firdaus, R. A., (2022).

To find variable Y, namely salary/income of graduates, use data analysis with percentage values using percentage values:

$$p = \frac{f}{n} \times 100\%$$

(Trianto, 2010 in Comelta, Y., & Zaimil, R. 2018)

Information:

P = Percentage of respondent answers

F = Number of responses from respondents

N = Number of respondents

To find out the average of each questionnaire, the following formula is used:

$$\text{Average formula (X)} = \frac{\sum xi}{n}$$

(Riduwan, 2010 in Muhammad Sujai (2022)

Information:

X: Red (average)

$\sum xi$  : The sum of X to 1 to x to n.

n : Number of respondents.

To determine the criteria for high and low GPA contribution, it can be interpreted by looking at the following table:

Table 3. Graduate Response Qualifications

No	Percentage	Interpretase
1	0% - 20%	Very low
2	21% - 40%	Low
3	41% - 60%	Keep
4	61% - 80%	Tall
5	81% - 100%	Very high

Source : (Sugiyono in Amelia 2023)

3. The Correlation Test Relationship between GPA and Salary/Income. From the results of the questionnaire using GPA and salary/income, it is necessary to analyze to find out the achievement of the results of the alumni response:

a) Normality Test

The normality test used is the *Saphiro-Wilk* test because the sample in this study is <50

The hypothesis in the normality test in the study is:

Ho = Normally distributed sample

Ha = Sample not normally distributed

Provisions for rejection and acceptance of the normality test:

1) Ho will be rejected if Sig. < 0.05

2) Ho is acceptable if Sig. > 0.05

(Nuryadi et al 2017:80)

b) Correlation Test

In this study, the relationship between academic grades based on GPA and career success based on salary/income of S1 Cosmetology Education alumni in 2023 was analyzed using *the Pearson* correlation test with SPSS 25 software. If the significance value < 0.05, then it can be concluded that there is a significant relationship between the two variables.

The *Pearson correlation test* measures how strong the relationship between two variables is based on an interval scale or ratio (parametric) if in SPSS it is usually called *a scale*. The assumptions in *the data pearson* correlation must be normally distributed. Correlation can be either positive (+) or negative (-). A positive correlation value indicates a unidirectional relationship between two variables, meaning that when the free variable increases, the bound variable also increases. Conversely, a negative correlation value indicates an inverse relationship, i.e. when the free variable increases, the bound variable decreases. It

should be noted that the correlation value is in the range of -1 to +1, not just between 0 and 1.

The following are the operational steps of *the Pearson* correlation test procedure :

1. Collecting data to be tested involves GPA with the salary/income of graduates in 2023 S1 Cosmetology Education. This data is used as a basis for analyzing the relationship between the two variables in the study.
2. Once the data is considered sufficient and ready for analysis, the next step is to determine the strong relationship in each of the research variables.
3. Enter data from the first order to the end.
4. Perform data analysis procedures using SPSS 25.
5. The historical data that has been collected is then plotted and the pattern is seen.
6. Make interpretations and conclusions.

The statistical test used is *the pearson* correlation (r), then calculates the value of r:

The value of r ranges between -1 and 1:

r = 1: Perfect positive correlation.

r = -1: Perfect negative correlation.

r = 0: No correlation.

RESULTS AND DISCUSSION

1. Career Success Based on Salary/Income Achieved by Graduates in 2023 S1 Cosmetology Education in the Beauty Industry.

The results of the research on career success achieved by graduates in 2023 are based on the salary/income obtained in the beauty industry. Presented in the form of a diagram as follows:

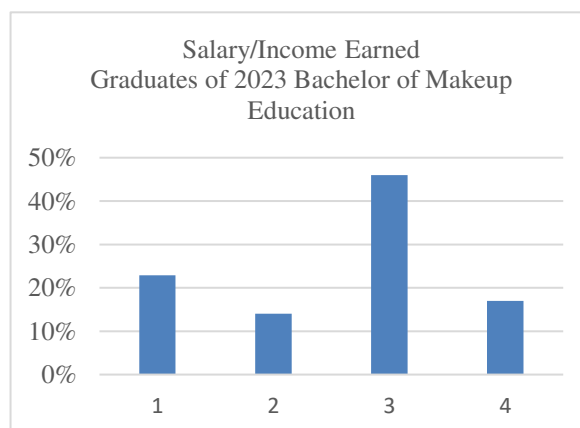


Diagram 1. Percentage of Salary/Income Earned by Graduates in 2023 S1 Cosmetology Education

Reviewing the results of the study, of the 35 respondents with the percentage of the class of 2016, there was 1 graduate (3%), then 1 graduate (3%) from the class of 2017, 11 graduates (31%) from the class of 2018 and 22 graduates (63%) from the class of 2019 partially

Providing responses and obtained the highest percentage value of 46% or 16 graduates which shows that graduates in 2023 get a salary/income category 3 ranging from 5-10 million, there are also 8 graduates or 23% who get salary/income category 1, namely < 3 million in the beauty industry, 5 graduates or 14% who get salary/income category 2, which is around 3-5 million in the beauty industry, and 6 graduates or 17% who received category 4 salary/income, which is > 10 million, it can be concluded that the majority of graduates in 2023 of the cosmetology study program gave the most answers in category 3, namely 5-10 million in salary/income earned.

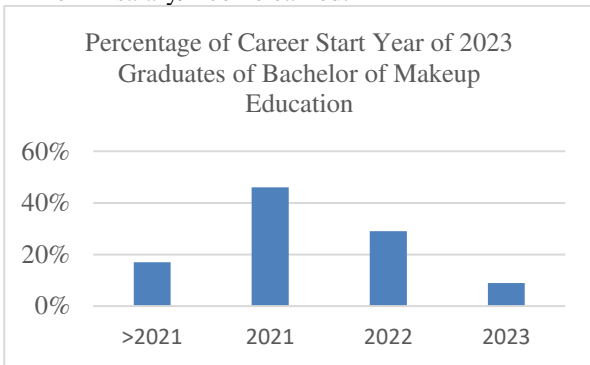


Diagram 2. Percentage of Career Start Year of Graduates in 2023 S1 Cosmetology Education

With the start period of career <2021 there are 6 graduates or (17%) with category 2 income there are 1 graduates, category 3 there are 1 graduates, category 4 there are 4 graduates, then graduates who start their careers in 2021 get 16 graduates or (46%) with category 1 income there are 2 category 2 graduates there are 3 graduates, category 3 there are 9 graduates, Category 4 has 2 graduates, then in 2022 there are 10 graduates or (29%) with category 1 income there are 3 graduates, category 2 there are 1 graduates, category 3 has 6 graduates, and in the 2023 career year there are 3 graduates or (9%) with category 1 income there are 3 graduates. The majority of graduates in 2023 started their careers in 2021 with the most income in category 3, while graduates in category 4 mostly started their careers in <2021, this statement indicates that the careers achieved by graduates in 2023 adjust to the skills and work experience they have, this can be seen from the graduates starting their careers in what year job opportunities for S1 Cosmetology graduates are wide open so that graduates Those who have not graduated can also work so that the salary/income obtained by graduates can be said to be successful in the beauty industry.

The findings of the study from (Djuanita, N. D. A. 2018) that after a long time of work from the first job after graduation to the job that now gets a monthly salary of 1 respondent (3.3%) with a salary of more than Rp.5,000,000, then Rp 3,000,000 – Rp 5,000,000 was felt by 13 respondents (43.3%) as well as 9 respondents (30%) with a salary of Rp.2,000,000 – Rp.3,000,000 but the nominal was not experienced by 4 respondents (13.3%) who only received a monthly salary below Rp 1,000. 000. Engaging in the business world is not as easy as it seems to feel the ups and downs of the profits received, such as 5 respondents (16.6%) stated that their current profits are more than Rp 10,000,000 per month, and only 2 respondents (6.6%) get a profit of Rp

5,000,000 – 10,000,000. The data above explains that respondents are increasingly experienced in work in the field of cosmetology and already have a name among the public, this can be seen from the increasing number of people from the first graduation until now. Based on the description above, it can be concluded from the results of the data that more graduates earn category 3 salaries/income ranging from 5-10 million with the most career starts in 2021 as many as 16 graduates or 46% with category 3 income there are 9 graduates, which has a larger percentage of answers than other categories.

2. **The Contribution of Graduates' GPA in Achieving Career Success in the Beauty Industry**

In the results of the research related to the contribution of GPA obtained by 2023 S1 Cosmetology Education graduates in achieving career success in the beauty industry. To test this, a questionnaire questionnaire containing 10 statements from the academic score questionnaire based on GPA and 10 statements from the career success questionnaire based on the salary/income obtained by graduates.

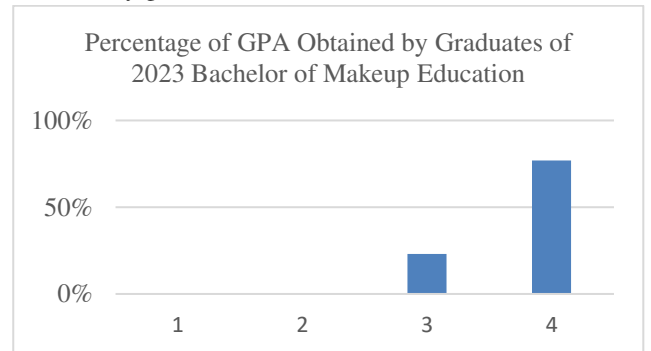


Diagram 3. Percentage of GPA Obtained by Graduates in 2023 S1 Cosmetology Education

Based on the results of the second study which shows the contribution of graduates' GPA in achieving career success with the GPA of category 3 graduates ranging from 3.00 - 3.50 as much as 23% or 8 graduates and category 4 which is around 3.51 - 4.00 as much as 77% or 27 graduates, thus it can be concluded that most graduates in 2023 graduated with a very satisfactory GPA, namely category 4. Behind the very satisfactory GPA achieved by graduates, of course, it is also necessary to know the contribution taught during lectures and the contribution of the GPA itself in helping graduates in achieving the career success achieved.

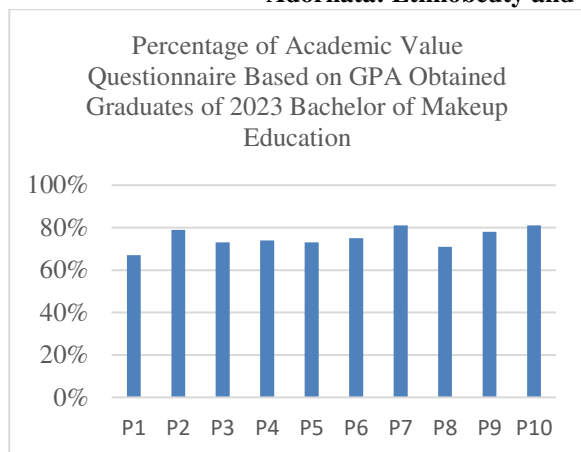


Diagram 4. Percentage of Academic Score Questionnaire Based on GPA Obtained by Graduates in 2023 S1 Cosmetology Education

In the statement related to the academic score questionnaire based on GPA that has been attached which contains 3 indicators out of 10 statements, namely in indicator 1 regarding academic grades based on GPA obtained after graduation contains the statement P1 - P4 obtained a percentage of P1 as much as 69% related to GPA reflecting the ability of graduates, P2 as much as 79% related to satisfaction with the GPA obtained, P3 as much as 73% related to GPA helps to get a job, and P4 as much as 74% related to GPA with graduate confidence when applying for a job. Indicator 2 regarding the suitability between the curriculum taught and the needs of the beauty industry is found in P5 – P7 obtaining a percentage of P5 as much as 73% related to the suitability of the curriculum with industrial needs, P6 as much as 75% related to the relevance of the courses taken with work, P7 as much as 81% related to practical training to help in facing the world of work. Indicator 3 regarding the level of use of academic knowledge in work is found in P8 – P10 obtained a percentage of P8 as much as 71% related to the use of knowledge in work, P9 as much as 78% related to skills that can support the course of tasks, and P10 as much as 81% related to the ease obtained in the world of work because of the theory and practice that has been learned during lectures. From P1 – P10, they obtained an average score of 73%, which means that GPA and what they learned during lectures contribute highly to entering the beauty industry.

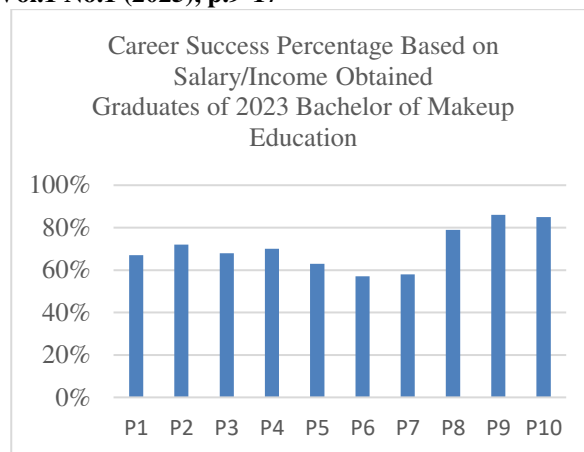


Diagram 5. Percentage of Career Success Questionnaire Based on Salary/Income Obtained by Graduates in 2023 S1 Cosmetology Education

Then in the statement related to the salary/income questionnaire obtained by graduates containing 3 indicators out of 10 statements, namely in indicator 1 regarding the income of graduates from work in the beauty sector containing the statement P1 – P3 obtained a percentage of P1 of 67% related to salary/income received in accordance with expectations, P2 as much as 72% related to the contribution of GPA to the amount of salary/initial income, P3 as much as 68% is related to the difference in salary/income to the difference in GPA. Indicator 2 regarding the perception of graduates on the adequacy and satisfaction of salary/income is found in P4 – P6 obtaining a percentage of P4 as much as 70% related to the adequacy of salary/income to meet the needs of life, P5 as much as 63% related to salary/income satisfaction received, P6 as much as 57% related to the contribution of GPA to salary/income satisfaction. Then Indicator 3 regarding factors affecting salary/income increase was found in P7 – P10 obtained a percentage of P7 as much as 58% related to the influence of GPA on salary/income increase opportunities, P8 as much as 68% related to the comparison of additional skills and GPA in salary/income increase, P9 as much as 73% related to the comparison of work experience and GPA in salary/income increase, and P10 as much as 75% related to the comparison of relationship and GPA to salary/income. From P1 – P10, they obtained an average score of 67%, which means that the GPA obtained is quite contributing to helping graduates to achieve career success in the beauty industry.

According to research from (Djuanita, N. D. A. 2018) shows that the courses taught while being D3 cosmetology students are very useful because they are very useful in a career. This emphasizes that the courses taught during lectures are very helpful for students in their careers. From the results of the study, it can be concluded that alumni are more dominant and satisfied with their GPA because they are considered to be courses that include theory and practical training taught during lectures can increase skills and be relevant to industry needs and contribute to career development.

**3. The Relationship of Academic Grades Based on GPA of Graduates in 2023 S1 Cosmetology Education to Career Success Based on Salary in the Beauty Industry**

After knowing the results of the GPA and salary/income of graduates in 2023, to find out if there is a relationship between the two variables, a test or data processing from the results of the two variables was carried out using IBM SPSS 25 For Windows according to Madania, M., (2021) the calculation of the likert scale is based on the distribution of respondents' answers, by entering the number of answers from 35 respondents obtained from 10 statements of variable X (academic score) and 10 statements from variable Y (career success) and then tested it with normality and correlation tests.

Table 4. Amount of data x and y

No	X (Academic Grades)	Y (Salary/ Income)
1	32	28
2	34	32
3	42	37
4	40	34
5	35	30
6	41	35
7	35	29
8	43	38
9	45	39
10	35	30
11	32	37
12	32	24
13	40	35
14	40	34
15	46	39
16	41	36
17	39	33
18	34	30
19	39	36
20	31	28
21	37	31
22	36	32
23	33	28
24	37	34
25	38	34
26	38	34
27	37	32
28	39	35
29	38	35
30	37	38
31	38	36
32	36	34
33	40	38
34	34	31

No	X (Academic Grades)	Y (Salary/ Income)
35	41	38

Based on the acquisition of the total P1-P10 score of variable X (academic score) from 35 respondents, scores of 32, 34, 42, 40, 35, 41, 35, 43, 45, 35, 32, 32, 40, 40, 46, 41, 39, 34, 39, 31, 37, 36, 33, 37, 38, 38, 37, 39, 38, 37, 38, 36, 40, 34, 41, then the total P1-P10 score of variable Y (career success) from 35 respondents obtained a score of 28, 32, 37, 34, 30, 35, 29, 38, 39, 30, 37, 24, 35, 34, 39, 36, 33, 30, 36, 28, 31, 32, 28, 34, 34, 34, 34, 32, 35, 35, 38, 36, 34, 38, 38, 31, 38 after knowing the number of values of each respondent from variables X and Y followed by testing the normality of the data, the results of the Shapiro-Wilk normality test using the SPSS application version 25 for windows

Table 5. Normality Test Results

Tests of Normality			
Shapiro-Wilk			
	Statistic	df	Sig.
X	.978	35	.702
Y	.957	35	.187

This is a lower bound of the true significance.

showing that variable X (academic score) and variable Y (career success) are normally distributed with variable X (academic score) having a p-value of 0.702 and then on variable Y (career success) with a p-value of 0.187 which can be concluded that it does not reject the zero hypothesis.

Table 6. Pearson Correlation Test Results

		X	Y
X	Pearson Correlation	1	.794**
	Sig. (2-tailed)		.000
	N	35	35
Y	Pearson Correlation	.794**	1
	Sig. (2-tailed)	.000	
	N	35	35

\*\* Correlation is significant at the 0.01 level (2-tailed).

This Pearson correlation test shows that there is a strong relationship between the two variables X and Y. That is, any change in X is followed by a very regular change in Y. With a Pearson correlation value of 0.794 and significance (p-value = 0.000) indicates a strong relationship between X and Y.

Based on these results, it shows that academic grades based on GPA are closely related to career success based on salary/income earned by graduates. This is strengthened by research from (Putri, A. K 2024) which explains that beauty education has a significant and strong influence on the success rate of graduates' beauty businesses. This study can show that there is a significant relationship between academic score variables and the success of graduates in 2023 S1 cosmetology education UNESA, then the hypothesis (H1) which states that "there is a positive relationship between academic grades and career success

in graduates in 2023 S1 cosmetology education" is acceptable, meaning that if academic grades based on GPA are getting higher, So career success based on salary/income will also be higher as well.

## COVER

### Conclusion

Referring to the presentation and analysis, conclusions can be drawn from this study as follows:

1. This study explains that more graduates earn category 3 salaries/income ranging from 5-10 million with the most career starts in 2021 as many as 16 graduates or 46% with category 3 income there are 9 graduates.
2. The contribution of graduate GPA in achieving career success in the beauty industry produces a GPA for graduates in 2023 in category 3 ranging from 3.00 - 3.50 as much as 23% or 8 graduates and category 4 which is around 3.51 - 4.00 as much as 77% or 27 graduates, thus it can be concluded that most graduates in 2023 graduated with a very satisfactory GPA, namely category 4. With the statement from the academic score questionnaire based on GPA, graduates from P1 – P10 obtained an average score of 73% and from P1 – P10 the salary/income questionnaire obtained an average of 67%, which means that the GPA obtained can reflect the contribution learned during lectures with the needs in the beauty industry as well as contribute to helping graduates to achieve career success in the beauty industry.
3. There was a significant relationship between the two variables, with a *Pearson* correlation of 0.794 and a significance ( $p$ -value = 0.000) showing a very strong relationship between academic grades based on GPA and career success based on graduate salary/income.

### Suggestion

The suggestions based on the above conclusions are as follows: Based on the results of data analysis, in addition to technical skills, graduates also need to be equipped with soft skills such as communication, customer management, and negotiation skills to succeed in the world of work. Personal branding and networking training is also important to help graduates build professional connections. It also encourages further research to further research regarding beauty industry trends, new technologies, and other factors that affect graduate career success.

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