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THE EFFECT OF ESPORTS ON THE YOUNG GENERATION AGED 18-26 YEARS AS CAREER DEVELOPMENT

BY

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ABSTRACT

Online games nowadays are not only used by people as a stress reliever or just entertainment, but many people also use online games as an additional side income, or as their main income. That is why there are so many tournaments and world championships taking place in Esports matches such as Dota 2, Valorant, PUBG, Apex Legend and many more. many young people who take part in these activities to gain glory in the world of esports and many benefits such as money, sponsors, endorsements, or to become an Esport influencer. The purpose of this research is to find out whether esports can be an option for young people to develop their careers in the future, especially for young people aged between 18 to 26 years. As for the research methodology, it uses primary data collected from a sample of young people aged 18 to 26 years in the DKI Jakarta area using a survey instrument. The collected data will be analysed using SPSS. This research also includes discussion, limitations, recommendations, and conclusions.



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CHAPTER 1 INTRODUCTION

1.0 Introduction

This study investigates the supporting variables in the world of Esport in becoming the choice of young people as career development among youth at the age of 16 to 18 years. Esport hobbies, lifestyle, motivation are variables used to measure the level of influence of Esport on the younger generation in developing their careers.

The rapid development of the world of Esports allows many opportunities for anyone who wants to prove themselves and gain success in esports. This has made several online game developers actively create the latest content that attracts the interest of the wider community, and get sponsors from large companies, both local and international.

Background Of The Study

Technological developments from time to time always lead to something new, in our current era online technology has developed very rapidly, where people can communicate and interact online without having to meet, this has also brought the development of the game world to be newer and more sophisticated. fresh where the game Olympics, which were previously held offline in a certain place, can now be held simultaneously in different places with a larger capacity and include players from their respective regions. According to Newzoo the world of professional esports has grown rapidly over the last few years and is expected to reach US\$200.8 billion in value and an estimated global audience of 351 million people by 2023 (Newzoo, 2020). And, despite its rapid economic and social development, research in the world of esports is still in its infancy, and relatively little has been written about the workers at the heart of the esports industry, namely the athletes involved in the game. With the accelerated growth of esports, there has been a corresponding growth in the number of esports athletes, and esports continues to gain popularity as a career option particularly among young people (Kocadag, 2019; Salo, 2017).

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Király and Rumpf says Although research in videogames predominantly focuses on problematic use of video games addiction (Király et al., 2017; Rumpf et al., 2018; Müller et al., 2019), playing

video games is a recreational activity for most gamers, and it can even be a highly paid job for a minority of them who master their game-related skills and become professional esports players sponsored by well-known companies (e.g., Coca Cola, T-Mobile). Esports (i.e., electronic sports) refers to competitive video gaming where teams or individuals compete against each other in a videogame. Esports started to gain popularity in the gaming community in the early 2000s (Bányai et al., 2019a), and today the number of Esport consumers (i.e., actively participating in or watching Esports started to gain popularity in the gaming community in the early 2000s (Bányai et al., 2019a), and today the number of Esport consumers (i.e., actively participating in or watching, A void exists within knowledge of how to develop and advance careers in esports.

According to several experts to understand the nature of esports as an industry is not straightforward, it is a novel field of sport driven by digital technology and therefore inherently fast-changing (Kordyaka, Jahn, & Niehaves, 2020). It is also one that merges elements of culture, technology, sports, and business (Jenny, Manning, Keiper, & Olich, 2017). The industry has arisen from the amalgamation of three industries – sports, media, and entertainment, and therefore incorporates multiple communication platforms. The newness of the industry, interconnective nature of multiple platforms and complex relationships between various stakeholders (Kim & Thomas, 2015) not only lead to ambiguity in defining and understanding the fundamentals of esports (Jenny et al., 2017), but also build up issues and challenges at the legal, managerial, and operational levels (Hollist, 2015). still little is known how one can get started involvement and participation in esports activities, how they are going to become professionals, as well as challenges and opportunities they face during their career development. This study discusses the influence of the Esport world on young people of a certain age to find out whether esports can be one of the goals for their future career development as esports athletes.

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2. Statement of The Problem

Technological developments in the world of esports are indeed unavoidable, especially for young people in our generation, this has had some impact on different perceptions for other generations, especially those from different generations from us, about how they see the development of the esports world. Some parents tend to see esports as a waste of time and future if they are involved in it too deeply, and only see the world of esports as one of entertainment and relaxation for their children, not as something that can be focused on as a career and a live goal as a professional athlete in esports.

Esports is generally considered to be a competitive approach to computer gaming. For example, Hamilton et al. defines esports as “high-level gaming and viewing “of digital games”. Several other authors and theses agree in general with the simple definition of esports as a competitive computer game. There are several problems with the definition of sport in the real world today that we believe is problematic. One of these problems enough to demand a new view of how sports and esports are defined, and their similarities in a career development as professional athletes in esports or athletes in sports in the real world. According to a recent online survey with a convenience sample of 1814 Hungarian esports players, esports as a career option is most popular among adolescents and young adults aged around 24 years (eNet, 2017), and esports players are mostly males (92%) (Newzoo, 2017). Popularity trend to find a career in esports among aspiring young gamers is not surprising considering the potential of high income and fame given towards the top esports players. Earnings may include cash prizes for esports tournament participation and prizes, team salaries (approximately \$3,000–5,000 per month on average, and up to \$15,000 per month at the top level), sponsorship money (e.g., Astralis, Counter-Strike franchise and team ownership by Audi), streaming (e.g., viewer subscription fees on individual streaming channels esports players or broadcast esports events via platforms such as Twitch), media rights, merchandising, and tickets (Newzoo, 2019; Road, 2019).

1.3. Research Objectives

The purpose of this study was to determine the factors that influence career choice as a professional esports athlete and whether esports can be one of the goals in career development

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for young people aged 18 to 26 years in the DKI Jakarta area. More specifically, the objectives of the research are as follows:

- To investigate the effect of Esports on people career development
- To investigate the effect of lifestyle on career development
- To investigate the effect of motivation on career development
- To investigate the effect of hobby on career development

Research Question

Research questions are aimed at obtaining appropriate and relevant information needed to achieve the objectives. The questions asked to be answered in this study are as follows:

- ▶ Does Esport can influence on people career development?
- ▶ Does Lifestyle can influence on people career development?
- ▶ Does Motivation can influence on people career development?
- ▶ Does Hobby can influence on people career development?

Significance of the study

Currently, online games have become something that continues to grow among young people and are accepted by consumers because they have many advantages and excitement that help young people to be able to increase their creativity or just play to entertain themselves and have fun. This study aims to find out whether with the size of the esports world today, especially where the covid 19 pandemic is happening which makes the whole world must be able to adapt to this, esports can be an option for young people who want to make their hobby as a job and get a lot of benefits. from this by developing their careers in the world of esports. the factors that influence these young people in determining their careers in the world of esports among teenagers aged 18 to 26 years in the DKI Jakarta area are Esport, lifestyle, motivation, and hobby. The importance of research can be seen from several points of view. From the perspective of young people who like to play games, this study will help them by telling them



that playing games can become a job for them, not just a hobby. Another benefit of being an esports athlete or content creator in the realm of online games is also an influencer in the world. Online games, which can provide several financial benefits, the convenience of saving time, saving energy, variety, and wider access in terms of online games.

Furthermore, the significance of this research will be useful for all business actors who intend to develop their business, especially gamer developers who can continue to develop their flagship game product to be of interest among young people into an online portal. Factors such as the type of game that is aspired to be MMORPG, FPS BATTLE ROYALE, RACING or SURVIVAL GAME, it is important for all businesses to consider developing according to the trend of interest among young people for these games. Companies can increase revenue by sponsoring or collaborating with content creators who have a lot of followers on social media and are also influential in the gaming world. increase the anti-cheat feature that is good to support sportsmanship in the game from the game that was created. Finally, these findings will help increase the general public's understanding of a career in online gaming and serve as a resource for future researchers.

Chapter Summary

Esport among the people in this generation that can affect on their choice on developing career is one of the reasons in this research purpose. Esport and career development will be measures as the variable in this study. Many factors that influence on career development such as lifestyle, motivation, and hobby. Therefore, this study aims to indicated about these factors that can influence people on career development.

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CHAPTER 5

CONCLUSION AND RECOMMENDATION

1. Introduction

At the end of this research, chapter 5, a summary of research findings, conclusions, recommendations, limitations of the study, and further research will be presented based on the result of this study as follows:

5.2. Summary of Research Finding

Based on the results of the research that has been done, it can be concluded that the results of the hypothesis of the influence of Esports, Lifestyle, Motivation and Hobby can have a positive effect on Career Development based on data taken from 111 respondents.

Question 1: Does product Esport effect Career Development?

- a. The results of this study prove that Existing research on esports has explored the history of esports and the main drivers of its growth (Himmelstein, Liu, & Shapiro, 2017; Seo, 2013); does esports have to qualify as a professional sport (Taylor, 2012; Wagner, 2006); entry of esports Based on the results of distributing questionnaires that have been carried out and testing the hypothesis that esports have an effect on career development. This is evident from the results of the hypothesis that esports have a positive effect on career development.
- b. in the domain of sports management (Funk, Pizzo, & Baker, 2018; Heere, 2018); motivation to play esports (Martoncik, 2015; Weiss & Schiele, 2013), the consumption of esports (Hallmann & Giel, 2018) and co-creation of esports



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experience value (Seo, 2013), mental barriers faced by esports athletes (Himmelstein et al., 2017).

Question 2: Does product Lifestyle affect Career Development?

- a. Based on the results of distributing questionnaires that have been carried out and testing the hypothesis that esports have an effect on career development. This is evident from the results of the hypothesis that esports have a positive effect on career development.
- b. The results of this study prove that Esports has an effect on Career Development. This proves that a meaningful work lifestyle has become a key concept in organizational and vocational management psychology and has been associated with several positive outcomes including in terms of higher lifestyle levels of employee well-being, organizational commitment, job performance, job satisfaction, and personal fulfillment (Bailey et al., 2019; Denhuys et al., 2014).

Question 3: Does product Motivation affect Career Development?

- a. Based on the results of distributing questionnaires that have been carried out and testing the hypothesis that esports have an effect on career development. This is evident from the results of the hypothesis that esports have a positive effect on career development.
- b. The results of this study prove that Esports has an effect on Career Development. This proves that Kim and Thomas (2015) researched how the



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motivation (intrinsic, extrinsic), goals, and learning styles of professional sports players change during the process of becoming a professional.

Question 4: Does product Hobby affect Career Development?

- a. Based on the results of distributing questionnaires that have been carried out and testing the hypothesis that esports have an effect on career development. This is evident from the results of the hypothesis that esports have a positive effect on career development.
- b. The results of this study prove that how the intention to start a business can be generated from involvement in recreational activities (hobbies). hobbies can help people find their interests, and by knowing the interests of their hobbies people can understand themselves and can develop themselves to be more advanced in their careers according to the suggestions of Biraglia and Kadile (2017), Kim, Longest, and Lippmann (2015), and Cooper, Woo, and Dunkelberg (1989).

5.3 Conclusion

In this study data collection using a questionnaire to prove the relationship between Esports, Lifestyle, Motivation and Hobby can affect Career Development variables. In this study there are three hypotheses that have been tested and this research is based on literature review and previous research. Therefore, the results of the analysis show that the relationship between Esports, Lifestyle, Motivation and Hobby significantly affects the Career Development variable.



Based on the result of research that has been done, it can be gotten the conclusion as follows:

1. E-sport Factor can affect on choice of career development
2. Lifestyle Factor can significantly affect on career development
3. motivation Factor can significantly affect on career development
4. Hobby Factor can significantly affect on career development

5.4. Recommendations

Following the limitations indicated earlier, some critical suggestions should provide a useful guide to improving the findings for future studies.

- Future studies about this topic should be able to spend more time getting a larger sample size.
- Researcher can prepare more time to collect a sample large enough to provide more reliable results by considering several other variables both internal and external that may not include in this study that may have an influence on career development.
- The data collection technique used in this study is a questionnaire, so that the respondents may not take the questionnaire seriously. It is better if other methods are added, such as direct interviews with direct respondents so that the data is more accurate.

Thus are some recommendations that researchers can give to other researchers who will conduct research on the same topic in the future, and to consider aspects of other variables such as hardware connectivity and future technology in the world of esports which can also affect careers development

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5.4. Limitations of research

Most all studies have some limitations that are like other studies and in this study. Though the fact that the study fulfills its objectives, there are some unavoidable limitations.

Respondents in this study are a collection of young people who are members of several different gaming communities around DKI Jakarta so that they have a limited number of respondents who fill out the questionnaire as many as 111 respondents.

Participants in answering the questionnaire that has been provided. This research is limited to young people who are members of online gaming communities spread throughout DKI Jakarta

- the time given to collect data and distribute questionnaires is quite short, so that it can affect the amount of data collected by researchers so that it can have another effect on the amount of data that can be collected with a longer time

Therefore, the study findings can only be obtained from online gaming communities spread throughout DKI Jakarta

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5.6. Future Research

Based on research that has been done, the suggestions that can be given as follows:

1) Future researchers should expand more by adding other independent variables related to Esports and possibly influencing in career development and also consider conducting research with a larger and wider sample to guarantee researched results.

2) Future researchers are also expected to add several external factors such as technology, the internet and hardware as additional variables, this is because nowadays it has begun to become a concern for those who have a career in Esports



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eSports in K-12 and Post-Secondary Schools (Gregory Rothwell, and Michael Shaffer, 2019)

IMPACT OF FUTURE EXPECTATIONS ON CAREER PLANNING ATTITUDES OF PROFESSIONAL ESPORTS ATHLETES (Ufuk BİNGÖ & Yasin Nuri ÇAKIR, 2020)

Sports in K-12 and Post-Secondary Schools (Gregory Rothwell, and Michael Shaffer, 2019)

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APPENDIX A: RESEARCH INSTRUMENTS



THE EFFECT OF ESPORTS ON THE YOUNG GENERATION AGED 18-26 YEARS AS CAREER DEVELOPMENT

My name is I Made Prema Vidyashtana Pasek, I am Currently conducting a survey project on The Effect Of Esport On the Young Generation Aged 18-26 Years as Career Development . the purpose of this survey is to research can Esport be a choice for a career development. your kind and sincere cooperation to answer this survey is really needed. please take note that all information obtained will be kept as confidential for the purpose of this study only.

Thank you for your valuable time and cooperation

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I Made Prema Vidyashtana Pasek

Dr Nor Ain Abdullah

Contact details: 082258259254

Contact details: 0113612 3580

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Section 1: Background Information

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DEMOGRAPHIC INFORMATION

Age *

Centang semua yang sesuai.

- 18-19
- 20-21
- 22-24
- 25-26

2. OCCUPATION *

Tandai satu oval saja.

- Student
- professional Esport players
- Gaming Community member
- Workers

3. GENDER *

Tandai satu oval saja

- Male
- Female



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CAREER DEVELOPMENT

1. I know what is important to me in my career *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. I can clearly see Esport is my passions for my career *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. I know what I like i

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. Playing in Esport provide me with a means of developing my career *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

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ESPORT

1. Esport sharpens my senses *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

2. Esport helps me get into a better mood *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

3. I find Esport activities interesting *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



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I find Esport activities enjoyable *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I find Esport activities exciting *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

LIFESTYIE

1. Esport makes me forget real life *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



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My Esport activities bring me fame *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I feel that my Esport activities improve my reputation *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

MOTIVATION

1. I often play Esports because there is nothing else to do *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree



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I like having the opportunity to interact and talk with people *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

I play Esports because it is enjoyable. *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

4. I play eSports to prove to others that I am the best *

Tandai satu oval saja.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

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HABBY

I play online games because I enjoy competing with others *

Tandai satu oval saja.

1 2 3 4 5

Strongly Disagree Strongly Agree

I play online games because gaming helps me get into a better mood *

Tandai satu oval saja.

1 2 3 4 5

Strongly Disagree Strongly Agree

3. I play online games because I like to win *

Tandai satu oval saja.

1 2 3 4 5

Strongly Disagree Strongly Agree

4. I play online games because I enjoy gaming *

Tandai satu oval saja.

1 2 3 4 5

Strongly Disagree Strongly Agree

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APPENDIX B: SPSS ANALYSIS OUTPUT

		Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	male	74	66.7	66.7	66.7
	female	37	33.3	33.3	100.0
Total		111	100.0	100.0	

1. Demographic Descriptive analysis

		Age			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	18-19	20	18.0	18.0	18.0
	20-21	20	18.0	18.0	36.0
	22-24	43	38.7	38.7	74.8
	25-26	28	25.2	25.2	100.0
Total		111	100.0	100.0	

		Occupation			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	student	34	30.6	30.6	30.6
	Profesional Esport Players	16	14.4	14.4	45.0
	Gaming community member	31	27.9	27.9	73.0
	workers	30	27.0	27.0	100.0
	Total	111	100.0	100.0	

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2. Descriptive Statistic

	N	Minimum	Maximum	Mean	Std. Deviation
Career Development	111	8	20	14.72	2.997
Esport	111	6	25	15.80	4.628
Lifestyle	111	6	20	13.10	3.580
Motivation	111	5	20	12.80	3.695
Hobby	111	5	20	12.84	3.652
Valid N (listwise)	111				

3. Reability Analysis

Variable	Number of Items	Reliability
Career Development	4	0,838
Esport	5	0,911
Lifestyle	4	0,869
Motivation	4	0,900
Hobby	4	0,880

4. Corelation Analysis

		Career Development	Esport	Lifestyle	Motivation
Career Development	Pearson Correlation	1	.828**	.793**	.786**

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

	Sig. (2-tailed)		.000	.000	.000
	N	111	111	111	111
Esport	Pearson Correlation	.828**	1	.808**	.854**
	Sig. (2-tailed)	.000		.000	.000
	N	111	111	111	111
Lifestyle	Pearson Correlation	.793**	.808**	1	.718**
	Sig. (2-tailed)	.000	.000		.000
	N	111	111	111	111
Motivation	Pearson Correlation	.786**	.854**	.718**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	111	111	111	111

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

5. Regresion Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.758	.749	1.501

a. Predictors: (Constant), Hobby, Motivation, Lifestyle, Esport

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	749.539	4	187.385	83.176	.000 ^b
	Residual	238.803	106	2.253		
	Total	988.342	110			

a. Dependent Variable: Career Development

b. Predictors: (Constant), Hobby, Motivation, Lifestyle, Esport

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.695	.578		8.121	.000		
	Esport	.159	.075	.246	2.113	.037	.169	5.925
	Lifestyle	.234	.072	.280	3.273	.001	.312	3.202
	Motivation	.188	.075	.231	2.488	.014	.263	3.796

Hobby	.159	.072	.194	2.198	.030	.293	3.410
-------	------	------	------	-------	------	------	-------

a. Dependent Variable: Career Development

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