

Peran aktivitas ko-kreasi, nilai dan kepercayaan dalam meningkatkan kinerja pemasaran dengan moderasi sifat kepribadian = The Role of co-creation activities, value and trust on marketing performance with moderation effects of personality traits

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Abstrak

Tujuan. Tujuan utama penelitian ini adalah menganalisis pengaruh aktivitas ko-kreasi mahasiswa SCA terhadap kepuasan mahasiswa pada dosen SA dan dampaknya terhadap loyalitas mahasiswa pada program studi LA, dengan melihat peran mediasi nilai ko-kreasi CCV dan kepercayaan pada dosen TOL, serta peran moderasi sifat kepribadian dan gender terhadap hubungan pengaruh tersebut. Metode penelitian. Penelitian ini menggunakan metode kuantitatif melalui survei, di mana mengambil konteks jasa pendidikan tinggi program Magister Manajemen. Data penelitian dikumpulkan dengan teknik wawancara terstruktur melalui kuesioner mandiri, di mana melibatkan 508 responden dari 890 yang disebarkan respon rate 66 pada 18 perguruan tinggi, yang berasal dari sepuluh kota di Indonesia. Metode analisis yang digunakan adalah model persamaan struktural dengan pendekatan variance-based SEM SEM-PLS. Temuan. Temuan penting penelitian ini adalah adanya pengaruh aktivitas ko-kreasi terhadap kepuasan mahasiswa pada dosen, serta dampaknya pada loyalitas mahasiswa pada program studi. Nilai ko-kreasi yang diterima mahasiswa dan kepercayaan pada dosen ditemukan menjadi faktor mediasi parsial dari hubungan tersebut. Selain itu, sifat kepribadian mahasiswa tidak menjadi faktor yang memoderasi hubungan tersebut, namun demikian gender menjadi faktor moderasi hubungan aktivitas ko-kreasi mahasiswa dan kepercayaan pada dosen. Implikasi manajerial. Temuan penelitian ini berimplikasi terhadap praktek pemasaran pendidikan tinggi dalam konteks penelitian ini, yang antara lain perlunya beberapa strategi pemasaran berupa antara lain: mendorong aktivitas ko-kreasi mahasiswa, menawarkan preposisi nilai mahasiswa, menjamin kepercayaan mahasiswa, dan perlunya adaptasi aktivitas ko-kreasi terhadap gender.

.....Objectives. The main objectives of this study are to analyze the influence of student co creation activities SCA to student satisfaction on lecturers SA, and its impact on student loyalty on study program LA, by looking at the mediating role of co creation value CCV and trust on lecturers TOL, as well as the moderating role of personality traits and gender to the relationship. Research methods. This study uses quantitative surveys, which involve higher education services i.e. on Magister of Management Program as the context of study. Sampling technique used is two stage sampling, i.e. in the first stage of sampling was at study program level using probability sampling and the next stage was at respondent level using judgment sampling. There were 18 universities from 10 cities in Indonesia involved in this study. The survey comprised 590 responses from 890 distributions of which, 72 contained large amounts of missing data and confusing, therefore, they were removed from further data analysis. The analytical method used in the study is the structural equation model with variance based approach to SEM SEM PLS. Findings. The important finding of this study was the effect of co creation activity to student satisfaction, as well as its impact on student loyalty on study program. Co creation value and trust on lecturers were found as mediating variable of the effects. Additionally, gender was found as moderating variable on the relationship between co creation activities and trust however, student 39 s personality traits was not as moderating factor on the

effect. Managerial implications. The findings have implications on the marketing practices of higher education, including Encouraging student co creation activities, offering value proposition on students, ensuring student trust, and adapting co creation activities with gender.