

Peran Student Satisfaction sebagai Mediator terhadap Hubungan Student-Faculty Relationship Quality dan Student Loyalty pada Mahasiswa di Indonesia = The Role of Student Satisfaction as a Mediating Variable Between the Relationship of Student-Faculty Relationship Quality and Student Loyalty Among Undergraduate Students in Indonesia

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Abstrak

Di tengah tingginya *demand* akan pendidikan tinggi, setiap perguruan tinggi semakin memfokuskan usahanya pada *student loyalty* yang merupakan faktor pendukung untuk perguruan tinggi dapat bersaing. Penelitian ini bertujuan untuk menguji apakah *student satisfaction* berperan sebagai mediator terhadap hubungan *student-faculty relationship quality* dan *student loyalty* di kalangan mahasiswa Indonesia. Partisipan penelitian ini adalah 150 mahasiswa berstatus aktif dari perguruan tinggi di Indonesia. Tiga alat ukur yang digunakan dalam penelitian ini adalah alat ukur *Student Loyalty* dari Li (2013) yang diadaptasi dalam Bahasa Indonesia oleh Hadi (2018), adaptasi *Student-Faculty Relationship Quality Scale* dari Snijders et al. (2017), dan alat ukur *Student Satisfaction* dari Tuan (2012) yang diadaptasi dalam Bahasa Indonesia oleh Abdallah (2013). Hasil penelitian menunjukkan bahwa *student satisfaction* berperan sebagai mediator terhadap hubungan *student-faculty relationship quality* dan *student loyalty* di kalangan mahasiswa Indonesia ($F(2,147) = 151,744$, $p < 0,01$, $R^2 = 0,674$). Penelitian selanjutnya disarankan untuk meneliti setiap dimensi dari *student-faculty relationship quality* untuk mendapatkan hasil yang lebih mendalam terkait hubungan masing-masing dimensi dengan *student satisfaction* dan *student loyalty*.

.....In the midst of high demand for higher education, every university is increasingly focusing its efforts on student loyalty, which is a supporting factor for universities to be able to compete. This research aims to test whether student satisfaction acts as a mediator in the relationship between student-faculty relationships quality and student loyalty among Indonesian undergraduate students. The participants in this research were 150 active undergraduate students from universities in Indonesia. The three measuring scales used in this research are Student Loyalty scale developed by Li (2013) and adapted into Bahasa Indonesia by Hadi (2018), the adaptation of the Student-Faculty Relationship Quality Scale from Snijders et al. (2017), and Student Satisfaction scale developed by Tuan (2012) and adapted into Bahasa Indonesia by Abdallah (2013). The result of this research found that student satisfaction acts as a mediator in the relationship between student-faculty relationship quality and student loyalty among Indonesian undergraduate students ($F(2,147) = 151.744$, $p < 0.01$, $R^2 = 0.674$). Future research is recommended to further examine each dimension of student-faculty relationship quality to obtain a more in-depth result and explanation regarding its relationship with student satisfaction and student loyalty.