

Peran Komitmen Mahasiswa terhadap Institusi Perguruan Tinggi sebagai Mediator dalam Hubungan antara Kepuasan Mahasiswa dan Loyalitas Mahasiswa pada Mahasiswa di Indonesia = The Role of Commitment to Higher Educational Institution as a Mediator in The Relationship between Student Satisfaction and Student Loyalty among Undergraduate Students in Indonesia

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Abstrak

Loyalitas mahasiswa menjadi salah satu faktor penting bagi keberlangsungan dan keberlanjutan institusi perguruan tinggi. Penelitian ini bertujuan untuk menguji peran komitmen mahasiswa terhadap perguruan tinggi sebagai mediator dalam hubungan antara kepuasan mahasiswa dan loyalitas mahasiswa. Alat ukur yang digunakan pada penelitian ini adalah Students' Commitment to the Educational Institutes dari Alvi dan Sharma (2021), alat ukur Student Loyalty yang dikembangkan oleh Li (2013) dan diadaptasi ke dalam Bahasa Indonesia oleh Hadi (2018), serta alat ukur Student Satisfaction yang dikembangkan oleh Tuan (2012) dan diadaptasi ke dalam Bahasa Indonesia oleh Abdallah (2013). Data diambil dari 120 mahasiswa strata satu yang sedang menempuh perkuliahan minimal semester enam di perguruan tinggi di Indonesia. Analisis dilakukan menggunakan SPSS Versi 29.0.2.0 dan PROCESS versi 4.3. Hasil analisis PROCESS (Model 4) menunjukkan bahwa komitmen mahasiswa terhadap perguruan tinggi memediasi hubungan antara kepuasan mahasiswa dan loyalitas mahasiswa ($\delta_{1/2} = .11$, BootSE= .036, CI 95% [.04, .18]). Penelitian ini menunjukkan apabila kepuasan mahasiswa meningkat, maka komitmen mahasiswa terhadap perguruan tingginya akan meningkat, diikuti peningkatan loyalitas mahasiswa pada perguruan tingginya.

.....Student loyalty is a crucial factor for the sustainability and continuity of higher education institutions. This study aims to examine the role of student commitment to higher education institutions as a mediator in the relationship between student satisfaction and student loyalty. The measurement tools used in this study are the Students' Commitment to the Educational Institutes from Alvi and Sharma (2021), the Student Loyalty Scale developed by Li (2013) and adapted into Indonesian by Hadi (2018), and the Student Satisfaction Scale developed by Tuan (2012) and adapted into Indonesian by Abdallah (2013). Data were collected from 120 undergraduate students who were in at least their sixth semester at various higher education institutions. The analysis was conducted using SPSS Version 29.0.2.0 and PROCESS version 4.3. The results of the PROCESS analysis (Model 4) indicate that student commitment to their educational institution mediates the relationship between student satisfaction and student loyalty ($\delta_{1/2} = .11$, BootSE= .036, CI 95% [.04, .18]). This study demonstrates that when student satisfaction increases, their commitment to the institution also increases, leading to an enhancement in student loyalty.