

Peran Student Satisfaction sebagai Mediator terhadap Hubungan Sense of Belonging dan Student Loyalty pada Mahasiswa di Indonesia = The Role of Student Satisfaction as a Mediator Between the Relationship of Sense of Belonging and Student Loyalty Among Undergraduate Students in Indonesia

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Abstrak

Loyalitas mahasiswa atau *student loyalty* merupakan komitmen jangka panjang yang dimiliki oleh mahasiswa dan berperan penting dalam pengembangan layanan pendidikan di institusi pendidikan tinggi secara berkelanjutan, baik dalam dukungan finansial maupun rekomendasi kepada orang lain. Penelitian ini bertujuan untuk mengetahui peran *student satisfaction* sebagai mediator dalam hubungan *sense of belonging* dan *student loyalty*. Penelitian ini melibatkan 120 mahasiswa sarjana yang mengikuti perkuliahan minimal di semester 6 dengan tiga instrumen penelitian, yakni UBQ, *Student Satisfaction*, dan *Student Loyalty*. Analisis statistik melalui PROCESS v4.2 membuktikan bahwa *student satisfaction* memediasi hubungan *sense of belonging* dan *student loyalty* ($\hat{I}^2=0,149$, BootSE = 0,027, CI95% [0,09/0,20]), serta terdapat hubungan langsung (*direct effect*) antara *sense of belonging* dan *student loyalty* ($\hat{I}^2 = 0,170$, $p<0,01$). Sehingga dapat disimpulkan bahwa secara parsial *student satisfaction* memediasi hubungan *sense of belonging* dengan *student loyalty*. Dari hasil penelitian ini disarankan perguruan tinggi meningkatkan *sense of belonging* dan *student satisfaction* melalui kualitas layanan pendidikan untuk mempertebal loyalitas mahasiswa mereka.

.....Student loyalty is a long-term commitment owned by students and plays an important role in the development of educational services in higher education institutions on an ongoing basis, both in financial support and recommendations to others. This study aims to determine the role of student satisfaction as a mediator in the relationship between sense of belonging and student loyalty. This study involved 120 undergraduate students who attended lectures at least in semester 6 with three research instruments, namely UBQ, Student Satisfaction, and Student Loyalty. A statistical analysis through PROCESS v4.2 demonstrated that student satisfaction plays a mediating role in the relationship between sense of belonging and student loyalty, with the indirect effect being $\hat{I}^2 = 0.149$, BootSE = 0.027, and a CI95% [0.09/0.20] and a significant direct effect between sense of belonging and student loyalty, with $\hat{I}^2 = 0.170$, $p < 0.01$. It can be concluded that student satisfaction partially mediates the relationship between sense of belonging and student loyalty. Based on the results of this study, it is recommended that universities enhance both sense of belonging and student satisfaction through the quality of educational services in order to strengthen the loyalty of their students.