

# Kepuasan Mahasiswa Universitas Indonesia atas Program Magang Kampus Merdeka Flagship = Universitas Indonesia Students Satisfaction with Kampus Merdeka Flagship Internship Program

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## Abstrak

Tujuan penelitian skripsi ini adalah untuk menganalisis Kepuasan mahasiswa Universitas Indonesia atas program Magang Kampus Merdeka Flagship. Dalam penulisan skripsi ini digunakan teori tentang Higher Educational Service Quality (HESQUAL) yang dikemukakan oleh Teeroveengadum et al. (2016) dengan lima dimensi, yaitu administrative quality, physical environment, core educational quality, support facilities, dan transformative quality. Teknik pengumpulan data yang digunakan adalah mixed method melalui survei dan wawancara mendalam. Pengumpulan data dilakukan dari 160 responden mahasiswa Universitas Indonesia yang mengikuti program Magang Kampus Merdeka Flagship tahun 2023. Hasil penelitian ini menunjukkan bahwa kepuasan mahasiswa Universitas Indonesia tergolong tinggi, yaitu sebesar 81,9% responden. Berdasarkan analisis terhadap lima dimensi HESQUAL, mayoritas mahasiswa Universitas Indonesia merasa puas terhadap program Magang Kampus Merdeka Flagship. Meskipun mayoritas responden sudah merasa puas, tetapi masih terdapat berbagai aspek yang perlu ditingkatkan dari pihak Universitas Indonesia, Kemendikbudristek, dan mitra.

.....The aim of this study is to analyze Universitas Indonesia students satisfaction with the Kampus Merdeka Flagship internship program. This research uses the Higher Educational Service Quality (HESQUAL) theory proposed by Teeroovengadum et al. (2016), which includes five dimensions: administrative quality, physical environment, core educational quality, support facilities, and transformative quality. The data collection technique used is a mixed method through surveys and in-depth interviews. Data was collected from 160 respondents, students of Universitas Indonesia who participated in the Kampus Merdeka Flagship internship program in 2023. The results of this study show that the satisfaction level of Universitas Indonesia students is at a satisfied level, with 81.9% of respondents expressing satisfaction. All dimensions indicate that Universitas Indonesia students are satisfied with the Kampus Merdeka Flagship internship program. Although the majority of respondents are already satisfied, there are still various aspects that need improvement from Universitas Indonesia, the Ministry of Education, Culture, Research, and Technology (Kemendikbudristek), and partners.