

Peran Student Satisfaction sebagai Mediator terhadap Hubungan Student Trust dan Student Loyalty pada Mahasiswa di Indonesia = The Role of Student Satisfaction as a Mediator between the Relationship of Student Trust and Student Loyalty among Undergraduate Students in Indonesia

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Abstrak

Dari tahun ke tahun jumlah universitas di Indonesia yang menawarkan berbagai program pendidikan terus meningkat. Peningkatan ini memicu persaingan antar perguruan tinggi di Indonesia yang semakin intensif. Salah satu solusi jangka panjang yang dapat dilakukan oleh pihak universitas adalah dengan menumbuhkan student loyalty pada mahasiswa. Penelitian ini bertujuan untuk mencari tahu peran student satisfaction sebagai mediator terhadap hubungan student trust dan student loyalty pada mahasiswa yang duduk minimal di semester enam. Alat ukur yang digunakan pada penelitian ini adalah Trust in Higher Education Scale (THES) yang dikembangkan oleh Ünal Deniz dan Mehmet Akif Erdener (2023) dan telah diadaptasi oleh peneliti dalam bahasa Indonesia, alat ukur Student Satisfaction yang dikembangkan oleh Tuan (2012) dan telah diadaptasi ke dalam bahasa Indonesia oleh Abdallah (2013), serta alat ukur student loyalty yang dikembangkan oleh Li (2013) dan telah diadaptasi ke dalam Bahasa Indonesia oleh Hadi (2018). Penelitian ini menggunakan metode statistik korelasional dan mediasi sederhana. Data yang diperoleh dari 150 mahasiswa dengan mayoritas mahasiswa di semester delapan menunjukkan bahwa terdapat korelasi antara student trust dan student satisfaction, student trust dan student loyalty, serta student satisfaction dan student loyalty. Analisis mediasi sederhana menunjukkan bahwa student satisfaction memediasi hubungan student trust dan student loyalty. Implikasi dari penelitian adalah penting bagi perguruan tinggi di Indonesia untuk membangun student trust terhadap perguruan tinggi dan student satisfaction agar dapat diperoleh student loyalty yang pada akhirnya akan berkontribusi terhadap pengembangan perguruan tinggi kelak.

.....The number of universities in Indonesia offering various educational programs has continued to increase year by year. This increase has triggered increasingly intense competition among universities in Indonesia. One long-term solution that universities can implement is to foster student loyalty. This research aims to investigate the role of student satisfaction as a mediator in the relationship between student trust and student loyalty among students who are at least in their sixth semester. The measuring instruments used in this research are the Trust in Higher Education Scale (THES) developed by Ünal Deniz and Mehmet Akif Erdener (2023) and adapted by the researcher into Indonesian, the Student Satisfaction scale developed by Tuan (2012) and adapted into Indonesian by Abdallah (2013), and the student loyalty scale developed by Li (2013) and adapted into Indonesian by Hadi (2018). This research employs correlational statistics and simple mediation methods. Data obtained from 150 students, the majority of whom are in their eighth semester, indicate correlations between student trust and student satisfaction, student trust and student loyalty, as well as student satisfaction and student loyalty. Simple mediation analysis shows that student satisfaction mediates the relationship between student trust and student loyalty. The implication of this research is that it is crucial for universities in Indonesia to build student trust and student satisfaction to achieve student loyalty, which will ultimately contribute to the future development of the university.