

Peran Student Satisfaction sebagai Mediator pada Hubungan antara Place Attachment terhadap Kampus dan Student Loyalty pada Mahasiswa = The Role of Student Satisfaction as a Mediator in the Relationship Between Place Attachment to Campus and Student Loyalty in Undergraduate Students

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Abstrak

Student loyalty merupakan upaya mahasiswa untuk tetap menjalin hubungan dengan kampusnya yang ditunjukkan dengan berbagai perilaku positif yang menguntungkan kampus. Agar bisa tetap bertahan dan memastikan keberlangsungannya, perguruan tinggi berupaya untuk membangun student loyalty pada mahasiswanya. Penelitian ini bertujuan untuk melihat apakah student satisfaction dapat memediasi hubungan antara place attachment terhadap kampus dan

normal; font-variant-alternates: normal; font-variant-position: normal; vertical-align: baseline; white-space-collapse: preserve;">student loyalty

pada mahasiswa. Partisipan penelitian ini adalah 133 mahasiswa S1 Perguruan Tinggi Negeri, Swasta, dan Keagamaan di Indonesia dengan rentang usia ($M = 21.38$; $SD = 0.95$). Hasil analisis regresi menunjukkan adanya

direct effect

yang signifikan antara

place attachment

terhadap

student loyalty

(β^2

$= 0.2312$,

$p < 0.001$). Analisis mediasi menggunakan PROCESS dari Hayes versi 4.2 juga menunjukkan adanya

collapse: preserve;">indirect effect yang membuktikan student satisfaction berperan sebagai mediator terhadap hubungan antara place attachment dan student loyalty ($\hat{\beta}^2$ = 0,2197, 95% CI [0,1505, 0,2972]). Hasil penelitian ini dapat menjadi rekomendasi bagi perguruan tinggi untuk mempertimbangkan place attachment

position: normal; vertical-align: baseline; white-space-collapse: preserve;"> terhadap kampus dan

student satisfaction dalam membuat berbagai strategi dan kebijakan yang bertujuan untuk membangun loyalitas mahasiswa.</p><p style="text-align: justify;"> </p><hr /><p style="text-align: justify;">Student loyalty is an effort by students to maintain a relationship with their campus, shown by various positive behaviors that bring benefits to the campus. In order to survive and ensure its sustainability, higher education institutions are focusing on building the loyalty of their students. This study aims to see whether student satisfaction mediates the relationship between place attachment to campus and student loyalty among university students. The participants in this study consisted of 133 undergraduate students from public, private, and religious universities in Indonesia with an age range (M = 21.38; SD = 0.95). Regression analysis showed a significant direct effect between place attachment and student loyalty ($\hat{I}^2 = 0.2312$, $p < 0.001$). Mediation analysis using PROCESS from Hayes version 4.2 also shows an indirect effect that proves student satisfaction acts as a mediator of the relationship between place attachment and student loyalty ($\hat{I}^2 = 0.2197$, 95% CI [0.1505, 0.2972]). The results of this study can be a recommendation for higher education institutions to consider place attachment to campus and student satisfaction in making various strategies and policies aimed at building student loyalty.</p>