

# Peran Student Satisfaction sebagai Mediator terhadap Hubungan University Social Responsibility dan Student Loyalty pada Mahasiswa di Indonesia = The Role of Student Satisfaction as a Mediator between the Relationship of University Social Responsibility and Student Loyalty Among Undergraduate Students in Indonesia

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## Abstrak

Perguruan tinggi saat ini bersaing untuk mendapatkan sumber daya yang dapat mendukung keberlangsungan mereka, dimana student loyalty menjadi salah satu solusi. Penelitian yang dilakukan oleh Latif et al. (2021) di Pakistan menemukan perkembangan student loyalty dapat dipengaruhi oleh penilaian mahasiswa terhadap praktik University Social Responsibility (USR) dengan dimediasi oleh student satisfaction. Penelitian ini bertujuan untuk melihat peran student satisfaction sebagai mediator terhadap hubungan penilaian mahasiswa terhadap praktik USR dan student loyalty di Indonesia. Alat ukur yang digunakan dalam penelitian ini adalah USR Short Version Scale dari Latif et al. (2021), alat ukur Student Satisfaction yang diadaptasi ke dalam Bahasa Indonesia oleh Abdallah (2013), dan alat ukur Student Loyalty yang diadaptasi ke dalam Bahasa Indonesia oleh Hadi (2018). Melalui metode kuantitatif dan desain korelasional, data dari 133 partisipan diolah. Hasil penelitian menunjukkan bahwa penilaian praktik USR dapat memprediksi student satisfaction secara signifikan ( $\beta = 0.297$ ,  $p < 0.001$ ), student satisfaction dapat memprediksi student loyalty secara signifikan ( $\beta = 0.647$ ,  $p < 0.001$ ), dan terdapat direct effect yang signifikan antara penilaian praktik USR dan student loyalty ( $\beta = 0.192$ ,  $p < 0.001$ ). Analisis mediasi sederhana dengan model ke-4 dari PROCESS Hayes versi 4.2 menemukan bahwa student satisfaction memediasi hubungan penilaian praktik USR dan student loyalty ( $\beta = 0.192$ , 95% CI [0.119, 0.268]). Saran yang diberikan untuk penelitian selanjutnya adalah partisipan penelitian lebih heterogen dan bagi perguruan tinggi untuk menerapkan USR dalam rangka meningkatkan student loyalty pada mahasiswa.

.....Higher education institutions are currently competing to obtain resources that support their continuity, with student loyalty being one of the solutions. This research aims to examine the role of student satisfaction as a mediator in the relationship between students' assessments of USR practices and student loyalty in Indonesia. This research utilized USR Short Version Scale by Latif et al. (2021), the Student Satisfaction scale developed by Tuan (2012) and translated into Indonesian by Abdallah (2013), and the Student Loyalty scale developed by Li (2013) and translated into Indonesian by Hadi (2013) as its measurement tools. Data from 133 participants were analysed using quantitative methods and a correlational design. The results showed that the assessment of USR practices significantly predicts student satisfaction ( $\beta = 0.297$ ,  $p < 0.001$ ), student satisfaction significantly predicts student loyalty ( $\beta = 0.647$ ,  $p < 0.001$ ), and there is a significant direct effect between assessment of USR practices and student loyalty ( $\beta = 0.192$ ,  $p < 0.001$ ). A simple mediation analysis using PROCESS Hayes version 4.2 model 4 found that student satisfaction mediates the relationship between the assessment of USR practices and student loyalty ( $\beta = 0.192$ , 95% CI [0.119, 0.268]). Future research is recommended to obtain a more heterogeneous sample and higher education institutions are encouraged to implement USR as a way to enhance student loyalty.