

STUDENT EXPERIENCE VALUE MAHASISWA
UNIVERSITAS PENDIDIKAN INDONESIA

TESIS

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelara Magister Manajemen Konsentrasi Manajemen Pemasaran



Oleh

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LEMBAR PERNYATAAN KEASLIAN TESIS

Dengan ini menyatakan bahwa tesis dengan judul “*Student Experience Value Mahasiswa Universitas Pendidikan Indonesia*” beserta seluruh isinya adalah benar-benar karya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam tesis ini, atau ada klaim pihak lain terhadap keaslian tesis ini.

Bandung, Agustus 2023



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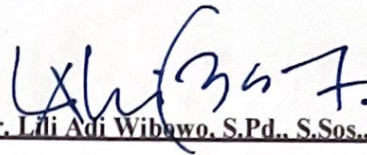
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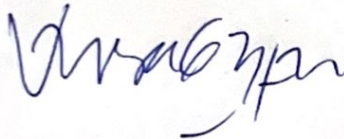
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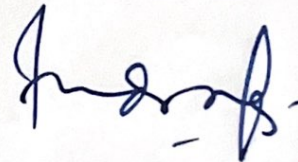
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ABSTRAK

Raden Rafaida Putri Rahmania Widjajapradja (2106066) “*Student Experience Value Mahasiswa Universitas Pendidikan Indonesia*” di bawah bimbingan. Prof. Dr. Agus Rahayu, MP., dan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh *service quality* dan *employee branding* terhadap *student experience value* pada mahasiswa UPI jenjang S1. Jenis penelitian yang digunakan adalah deskriptif dan verifikatif. Metode yang digunakan *stratified cluster sampling* dengan ukuran sampel sebanyak 200 responden. Teknik analisis penelitian ini adalah analisis *Structural Equation Model* (SEM) dengan menggunakan program AMOS *for windows*. Hasil temuan pada penelitian ini menemukan bahwa gambaran *service quality* dan *employee branding* berada pada kategori tinggi, sedangkan gambaran *student experience value* berada pada kategori sangat rendah. *Service quality* memiliki pengaruh positif tidak signifikan, sedangkan *employee branding* memiliki pengaruh positif dan signifikan terhadap *student experience value*. Temuan ini menunjukkan bahwa penerapan *service quality* dan *employee branding* dapat membentuk *student experience value* pada mahasiswa UPI jenjang S1. Berdasarkan hasil penelitian, peneliti merekomendasikan untuk meningkatkan kualitas layanan dosen terhadap mahasiswa sehingga mendapatkan pengalaman yang tidak terlupakan dan mendorong mahasiswa merasakan *student experience value* yang lebih tinggi.

Kata kunci: *service quality, employee branding, student experience value, higher education*

ABSTRACT

Raden Rafaida Putri Rahmania Widjajapradja (2106066) "***Student Experience Value of Indonesian University of Education students***" under the guidance of Prof. Dr. Agus Rahayu, MP., and Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M.

This research aims to obtain an overview and the influence of service quality and employee branding on student experience value among undergraduate students at UPI. The research design used is descriptive and verification. The method employed is stratified cluster sampling with a sample size of 200 respondents. The analysis technique used in this study is the Structural Equation Model (SEM) analysis using the AMOS program for windows. The findings of this research reveal that the overview of service quality and employee branding is in the high category, while the overview of student experience value is in the very low category. Service quality has a non-significant positive influence, whereas employee branding has a significant positive influence on student experience value. These findings indicate that the implementation of service quality and employee branding can shape the student experience value among undergraduate students at UPI. Based on the research results, the researchers recommend improving the quality of faculty services to students to provide a memorable experience and encourage students to feel a higher student experience value.

Keywords: service quality, employee branding, student experience value, higher education

DAFTAR ISI

ABSTRAK	i
ABSTRACT	iii
KATA PENGANTAR.....	iv
UCAPAN TERIMA KASIH.....	vi
DAFTAR ISI.....	viii
DAFTAR TABEL.....	x
DAFTAR GAMBAR.....	xiii
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian.....	1
1.2 Rumusan Masalah	13
1.3 Tujuan Penelitian.....	13
1.4 Kegunaan Penelitian.....	14
1.5 Struktur Organisasi Tesis	14
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	16
2.1 Kajian Pustaka	16
2.1.1 Pendekatan Teori	16
2.1.2 Konsep <i>Student Experience Value</i>	20
2.1.3 Konsep <i>Service Quality</i>	29
2.1.4 Konsep <i>Employee Branding</i>	33
2.2 Kerangka Pemikiran	39
2.3 Hipotesis	44
BAB III METODOLOGI PENELITIAN	45
3.1 Objek Penelitian	45
3.2 Metode Penelitian.....	45
3.2.1 Jenis dan Metode Penelitian	45
3.2.2 Operasional Variabel	46
3.2.3 Jenis dan Sumber Data	56
3.2.4 Populasi, Sampel dan Teknik Sampling	57
3.2.5 Teknik Pengumpulan Data.....	59
3.2.6 Pengujian Validitas dan Reliabilitas	60
3.2.7 Rancangan Teknik Analisis Data.....	68

BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....	86
4.1 Hasil Penelitian	86
4.1.1 Profil Lembaga, Karakteristik dan Pengalaman	86
4.1.2 Karakteristik dan Pengalaman Mahasiswa Tingkat Akhir Jenjang S1 di UPI	87
4.1.3 Hasil Penelitian Deskriptif.....	106
4.1.4 Hasil Penelitian Verifikatif	133
4.2 Pembahasan Penelitian	158
4.2.1 Pembahasan Hasil Penelitian Deskriptif.....	158
4.2.2 Pembahasan Pengujian Hipotesis	168
4.3 Implikasi Hasil Temuan Penelitian.....	170
4.3.1 Temuan Penelitian bersifat Teoritik	170
4.3.2 Temuan Penelitian bersifat Empiris	174
BAB V KESIMPULAN DAN REKOMENDASI.....	179
5.1 Kesimpulan.....	179
5.2 Rekomendasi	180
DAFTAR PUSTAKA	184
LAMPIRAN.....	195

DAFTAR TABEL

Tabel 2.1 Sitasi <i>Student Experience Value</i> Menurut Para Ahli	25
Tabel 2.2 Dimensi-Dimensi <i>Student Experience Value</i>	27
Tabel 2.3 Sitasi <i>Service Quality</i> Menurut Para Ahli	30
Tabel 2.4 Dimensi-Dimensi <i>Service Quality</i>	31
Tabel 2.5 Sitasi <i>Employee Branding</i> Menurut Para Ahli.....	35
Tabel 2.6 Dimensi-Dimensi <i>Employee Branding</i>	36
Tabel 3.1 Operasionalisasi Variabel	47
Tabel 3.2 Jenis Dan Sumber Data	56
Tabel 3.3 Ukuran Sampel Minimal Serta Jumlah Variabel	58
Tabel 3.4 Hasil Pengujian Validitas Variabel X ₁ (<i>Service Quality</i>)	61
Tabel 3.5 Hasil Pengujian Validitas Variabel X ₂ (<i>Employee Branding</i>)	63
Tabel 3.6 Hasil Pengujian Validitas Variabel Y (<i>Student Experience Value</i>)	64
Tabel 3.7 Hasil Pengujian Reliabilitas Variabel	67
Tabel 3.8 Skor Alternatif.....	69
Tabel 3.9 Tabel Tabulasi Silang (<i>Cross Tabulation</i>).....	70
Tabel 3.10 Analisis Deskriptif	71
Tabel 3.11 Indikator Pengujian Kesesuaian Model	82
Tabel 4.1 Klasifikasi Penilaian <i>Student Experience Value</i> Mahasiswa UPI Jenjang S1.....	89
Tabel 4.2 Keterkaitan Penilaian <i>Student Experience Value</i> Berdasarkan Usia dan Jenis Kelamin.....	90
Tabel 4.3 Keterkaitan Penilaian <i>Student Experience Value</i> Berdasarkan Asal Kota dan Tempat Tinggal	91
Tabel 4.4 Keterkaitan Penilaian <i>Student Experience Value</i> Berdasarkan Jalur Masuk dan Fakultas.....	93
Tabel 4.5 Keterkaitan Penilaian <i>Student Experience Value</i> Berdasarkan UKT dan Beasiswa Yang Pernah Didapat	95
Tabel 4.6 Keterkaitan Penilaian <i>Student Experience Value</i> Berdasarkan Status Penyusunan Tesis dan Organisasi Mahasiswa	98
Tabel 4.7 Keterkaitan Penilaian <i>Student Experience Value</i> Berdasarkan Fakultas dan Jenis Kelamin	100

Tabel 4.8 Keterkaitan Penilaian <i>Student Experience Value</i> Berdasarkan UKT dan Tempat Tinggal	103
Tabel 4.9 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Functional Value</i>	107
Tabel 4.10 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Emotional Value</i>	110
Tabel 4.11 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Experience Value</i>	112
Tabel 4.12 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Spiritual Value</i>	113
Tabel 4.13 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Tangible</i>	116
Tabel 4.14 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Empathy</i>	117
Tabel 4.15 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Responsiveness</i>	119
Tabel 4.16 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Reliability</i>	121
Tabel 4.17 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Assurance</i>	123
Tabel 4.18 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Brand-Centered HRM</i>	126
Tabel 4.19 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Internal Brand Communication</i>	127
Tabel 4.20 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Brand Transformational Support</i>	129
Tabel 4.21 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Brand Oriented Support</i>	130
Tabel 4.22 Tanggapan Mahasiswa UPI Terhadap Dimensi <i>Perceived External Brand Prestige</i>	132
Tabel 4.23 Hasil Uji Normalitas Data	134
Tabel 4.24 Hasil Pengujian <i>Outliers</i> Data	135
Tabel 4.25 Hasil Uji Estimasi <i>Measurement Model</i>	139
Tabel 4.26 Validitas dan Reliabilitas Model Pengukuran Konstruk Eksogen <i>Service Quality</i>	141
Tabel 4.27 Hasil Evaluasi <i>Goodness of Fit</i> Model CFA Konstruk Eksogen <i>Service Quality</i>	142
Tabel 4.28 Validitas dan Reliabilitas Model Pengukuran Konstruk Eksogen <i>Employee Branding</i>	144
Tabel 4.29 Hasil Evaluasi <i>Goodness of Fit</i> Model CFA Konstruk Eksogen <i>Employee Branding</i>	145

Tabel 4.30 Validitas dan Reliabilitas Model Pengukuran Konstruk Endogen <i>Student Experience Value</i>	147
Tabel 4.31 Hasil Evaluasi <i>Goodness of Fit</i> Model CFA Konstruk Endogen <i>Student Experience Value</i>	148
Tabel 4.32 Hasil Estimasi <i>Full Model</i> Pengaruh <i>Service Quality dan Employee Branding</i> Terhadap <i>Student Experience Value</i>	150
Tabel 4.33 Hasil Evaluasi <i>Goodness of Fit Full Model 1 Student Experience Value</i> Mahasiswa Universitas Pendidikan Indonesia	151
Tabel 4.34 <i>Modification Index Full Model 1 Student Experience Value</i> Mahasiswa Universitas Pendidikan Indonesia	152
Tabel 4.35 Hasil Estimasi <i>Full Model 2 Student Experience Value</i> Mahasiswa Universitas Pendidikan Indonesia	153
Tabel 4.36 Hasil Evaluasi <i>Goodness of Fit Full Model 2 Student Experience Value</i> Mahasiswa Universitas Pendidikan Indonesia	153
Tabel 4.37 Analisis Uji Hipotesis Full Model	154
Tabel 4.38 <i>Implied Correlation of All Variables</i>	156

DAFTAR GAMBAR

Gambar 1.1	<i>Net Promoter Score Student Experience Value</i>	3
Gambar 1.2	Peringkat UPI <i>By Subject Education and Training</i>	6
Gambar 1.3	Skor Indeks Kepuasan Layanan UPI, 2023.....	7
Gambar 1.4	<i>University Rankings, 2023</i>	8
Gambar 1.5	Universitas Pendidikan Indonesia <i>Rankings, 2023</i>	9
Gambar 1.6	Skor <i>Academic Reputation</i> PTNBH Di Indonesia, 2023	10
Gambar 1.7	Peringkat Perguruan Tinggi, 2023	11
Gambar 2. 1	Model <i>Triangle Marketing</i>	17
Gambar 2.2	<i>7ps of The Marketing Mix</i>	18
Gambar 2.3	<i>Possible Value Proportions</i>	18
Gambar 2.4	Model <i>Student Experience Value</i>	28
Gambar 2.5	Model <i>Tourism Experience</i>	29
Gambar 2.6	Model <i>Service Quality</i>	32
Gambar 2.7	Model <i>Service Quality</i>	33
Gambar 2.8	Model <i>Employee Branding</i>	38
Gambar 2.9	Model <i>Employee Branding</i>	39
Gambar 2.10	Kerangka Pemikiran <i>Student Experience Value</i> Mahasiswa Universitas Pendidikan Indonesia.....	43
Gambar 2.11	Paradigma Penelitian <i>Student Experience Value</i> Mahasiswa Universitas Pendidikan Indonesia.....	44
Gambar 3.1	Garis Kontinum Penelitian <i>Service Quality, Employee Branding</i> Dan <i>Student Experience Value</i>	72
Gambar 3.2	Model Pengukuran <i>Service Quality</i>	74
Gambar 3.3	Model Pengukuran <i>Employee Branding</i>	74
Gambar 3.4	Model Pengukuran <i>Student Experience Value</i>	75
Gambar 3.5	Model Struktural <i>Student Experience Value</i> Mahasiswa Universitas Pendidikan Indonesia	76
Gambar 4.1	Garis Kontium Variabel <i>Student Experience Value</i>	106
Gambar 4.2	Garis Kontium Variabel <i>Service Quality</i>	115
Gambar 4.3	Garis Kontium Variabel <i>Employee Branding</i>	125
Gambar 4.4	<i>Sample Correlation Matrix</i>	136

Gambar 4.5 Spesifikasi Model.....	137
Gambar 4.6 Model CFA Konstruk Eksogen <i>Service Quality</i>	140
Gambar 4.7 Model CFA Konstruk Eksogen <i>Employee Branding</i>	143
Gambar 4.8 Model CFA Konstruk Endogen <i>Student Experience Value</i>	146
Gambar 4.9 Full Model Pengukuran <i>Student Experience Value</i> Mahasiswa Universitas Pendidikan Indonesia.....	149
Gambar 4.10 Full Model 2 Pengukuran <i>Student Experience Value</i> Mahasiswa Universitas Pendidikan Indonesia.....	152
Gambar 4.11 Penilaian Mahasiswa UPI Terhadap <i>Student Experience Value</i> ..	159
Gambar 4.12 Penilaian Mahasiswa UPI Terhadap <i>Service Quality</i>	162
Gambar 4.13 Penilaian Mahasiswa UPI Terhadap <i>Employee Branding</i>	165

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