MODEL PENINGKATAN *STUDENT SATISFACTION* MELALUI *SMART UNIVERSITY IMAGE* PERGURUAN TINGGI SWASTA DI JAWA BARAT

DISERTASI

Diajukan untuk memenuhi sebagian syarat untuk memperoleh
Gelar Doktor pada Program Studi Doktor Manajemen
Konsentrasi Manajemen Pemasaran

Oleh:
Senny Luckyardi
NIM: 2104933

PROGRAM STUDI DOKTOR MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
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DISERTASI

Oleh
Senny Luckyardi

Dr. UPI Bandung, 2023
M.M UNIKOM Bandung, 2019
S.P UNPAD Bandung 2004

Sebuah Disertasi yang diajukan untuk memenuhi salah satu syarat memperoleh
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LEMBAR PENGESAHAN
MODEL PENINGKATAN *STUDENT SATISFACTION* MELALUI *SMART UNIVERSITY IMAGE* PERGURUAN TINGGI SWASTA DI JAWA BARAT

Disetujui dan disahkan oleh panitia disertasi:

Promotor
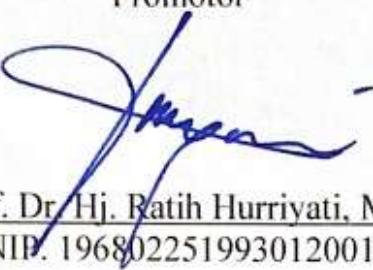
Prof. Dr. Hj. Ratih Hurriyati, M.P
NIP. 196802251993012001

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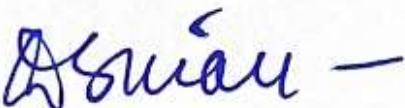
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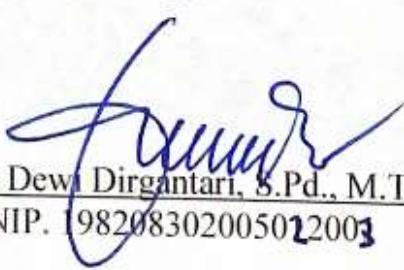
Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M
NIP. 198208302005012003

Mengetahui, Ketua Program Studi
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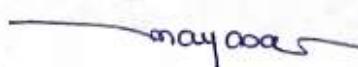
Dr. Maya Sari, S.E., M.M
NIP. 197107052002012002

ABSTRAK

Senny Luckyardi, 2104933. **Model Peningkatan *Student Satisfaction* Melalui *Smart University Image* Perguruan Tinggi Swasta di Jawa Barat**, di bawah bimbingan Prof. Dr. Hj. Ratih Hurriyati, M.P.; Prof. Dr. H. Disman, M.S.; Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Student Satisfaction (SS) masih rendah pada Perguruan Tinggi Swasta (PTS) di Jawa barat, padahal SS sangat penting diperhatikan mengingat kompetisi yang ketat pada PTS di Jawa Barat. Penelitian ini mengembangkan *Smart University Image* (SUI) untuk meningkatkan SS. Selain itu, SUI dikembangkan dikarenakan adanya keterbatasan teori *brand image* pada konteks *smart university* (SU) yang dinilai belum konsisten dan memadai secara semantik maupun fungsional. Dimensi SUI yang dikembangkan yaitu Kognitif, Konatif, Emotif dan Kolaboratif. Penelitian ini juga bertujuan untuk mengembangkan dan menguji model SUI yang disintesis dari *Relationship Marketing*. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data menggunakan *proportional purposive sampling*. Penyebaran kuesioner memperhatikan kriteria responden yang merupakan mahasiswa tingkat dua dan tiga dari PTS di Jawa Barat yang termasuk kategori SU. Analisis data menggunakan Struktural Equation Modeling (SEM), uji model parsial dan tes sobel untuk mengukur kekuatan peran mediasi pada model penelitian ini. Hasil penelitian menunjukan bahwa gambaran *Technology Readiness (TR), E-Service Quality (ESQ), E-Information Quality (EIQ), Value Co-Creation (VCC), Smart University Image (SUI), Student Engagement (SE)* dan *Student Satisfaction (SS)* pada PTS di Jawa Barat berada pada kategori baik. TR, ESQ, EIQ berpengaruh secara signifikan terhadap penciptaan VCC pada PTS di Jawa Barat. Selain itu, hasil penelitian ini menyatakan bahwa SUI dan SE dapat memediasi secara paralel pengaruh VCC terhadap SS pada PTS di Jawa Barat. *Total effect* tertinggi diberikan oleh hubungan SUI yang mempengaruhi SS secara signifikan melalui mediasi SE. Sedangkan *total effect* paling rendah ditunjukan melalui hubungan VCC yang mempengaruhi SS secara signifikan. Rekomendasi yang diberikan dari hasil penelitian ini yaitu PTS perlu mengembangkan teknologi yang aman, mudah dioperasikan serta melakukan kolaborasi dangan berbagai stake holders untuk menciptakan SS.

Kata Kunci : *Student Satisfaction, Value Co-Creation*, Perguruan Tinggi Swasta, *Smart University Image*

ABSTRACT

Senny Luckyardi, 2104933. **Model Peningkatan Student Satisfaction Melalui Smart University Image Perguruan Tinggi Swasta di Jawa Barat**, *under the guidance of Prof. Dr. Hj. Ratih Hurriyati, M.P.; Prof. Dr. H. Disman, M.S.; Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.*

Student Satisfaction (SS) is still low at Private Universities (PTS) in West Java, even though SS is very important to note given the tight competition at PTS in West Java. This research develops a Smart University Image (SUI) to increase SS. In addition, SUI was developed due to the limitations of brand image theory in the context of a smart university (SU), which was considered not to be consistent and sufficient semantically or functionally. The SUI dimensions developed are Cognitive, Conative, Emotive and Collaborative. This study also aims to develop and test the SUI model synthesized from Relationship Marketing. This study used a quantitative method with data collection techniques using proportional purposive sampling. The distribution of the questionnaire took into account the criteria of respondents who were second and third year students from private universities (PTS) in West Java, which were included in the SU category. Data analysis used Structural Equation Modeling (SEM), partial model test and Sobel test to measure the strength of the mediation role in this research model. The results showed that the description of Technology Readiness (TR), E-Service Quality (ESQ), E-Information Quality (EIQ), Value Co-Creation (VCC), Smart University Image (SUI), Student Engagement (SE) and Student Satisfaction (SS) at PTS in West Java is in the good category. TR, ESQ, EIQ significantly influence the creation of VCC in PTS in West Java. In addition, the results of this study state that SUI and SE can mediate in parallel the effect of VCC on SS in PTS in West Java. The highest total effect was given by the SUI relationship which significantly affected SS through SE mediation. While the lowest total effect is shown through the VCC relationship which significantly affects SS. The recommendations given from the results of this study are that private universities needs to develop technology that is safe, easy to operate and collaborates with various stake holders to create SS.

Key words : Student Satisfaction, Value Co-Creation, Private Universities, Smart University Image

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