

**STUDI TENTANG USAHA AKADEMIK DAN KAPASITAS  
MANAJEMEN DALAM MENINGKATKAN  
*INCOME GENERATING UNIVERSITY*  
(Survei pada Perguruan Tinggi di Indonesia)**

**DISERTASI**

Diajukan untuk Memenuhi Sebagian Syarat untuk Memperoleh Gelar  
Doktor Ilmu Manajemen pada Program Studi Manajemen



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2021**

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*STUDI TENTANG USAHA AKADEMIK DAN KAPASITAS MANAJEMEN DALAM MENINGKATKAN  
INCOME GENERATING UNIVERSITY (Survei pada Perguruan Tinggi di Indonesia)*

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**Studi Tentang Usaha Akademik dan Kapasitas Manajemen  
Dalam Meningkatkan Income Generating University  
(Survei Pada Perguruan Tinggi di Indonesia)**

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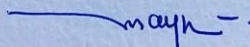
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## ABSTRAK

### **Studi Tentang Usaha Akademik dan Kapasitas Manajemen Dalam Meningkatkan *Income Generating University* (Survei Pada Perguruan Tinggi di Indonesia)**

Pembentukan *income generating university* merupakan salah satu cara perguruan tinggi untuk menambah pendapatan yang berimplikasi untuk mengurangi defisit anggaran dengan memanfaatkan sumber daya perguruan tinggi. Berdasarkan data empiris, kinerja *income generating university* di Indonesia belum optimal yang tercermin melalui pemerinkatan perguruan tinggi di tingkat internasional belum sesuai dengan yang ditargetkan oleh Kemendikbud Ristek. Tujuan dari penelitian ini adalah untuk memperoleh temuan pengaruh variabel *Academic Resources*, *Management Capacity*, *Strategic Alliance*, *Value Creation* terhadap kinerja *Income Generating University* pada Perguruan Tinggi di Indonesia. Metode yang digunakan dalam penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan penelitian kuantitatif, dan melakukan survey terhadap 52 Perguruan Tinggi di Indonesia. Analisis data dalam penelitian ini menggunakan analisis *Partial Least Square* (PLS). Hasil analisis deskriptif menunjukkan bahwa variabel *management capacity* dan *strategic alliance* terukur dalam kategori tinggi sedangkan variabel *academic resource*, *strategic alliance* dan *income generating university* dalam kategori cukup. Novelty dari penelitian ini menghasilkan Model Peningkatan *Income Generating University* Berbasis Kapasitas Manajemen melalui Strategi Penciptaan Nilai dan Strategi Aliansi.

**Kata Kunci:** *Income Generating University, Academic Resources, Management Capacity, Strategic Alliance, Value Creation*

## ABSTRACT

### *Study on Academic Entrepreneur and Management Capacity in Increasing Income Generating University (Survey of Universities in Indonesia)*

*Income generating university is one strategy for universities to increase their income which has implications for reducing the budget deficit by utilizing university resources. Based on empirical data, the performance of income generating universities in Indonesia has not been optimal, which is reflected in the ranking of higher education institutions at the international level that is not in line with the target set by the Ministry of Education and Culture, Research and Technology. The purpose of this study was to findings on the effect of the variables Academic Resources, Management Capacity, Strategic Alliance, Value Creation on the performance of Income Generating Universities at Universities in Indonesia. The method used in this study used descriptive and verification methods with a quantitative research approach, and conducted a survey of 52 universities in Indonesia. Data analysis in this study used Partial Least Square (PLS) analysis. The results of the descriptive analysis show that the variables of management capacity and strategic alliance are measured in the high category, while the variables of academic resource, strategic alliance and income generating university are in the sufficient category. The novelty of this research resulted in an Income Generating University Improvement Model based on Management Capacity through Value Creation Strategy and Strategy Alliance.*

**Keywords:** *Income Generating University, Academic Resource, Management Capacity, Strategic Alliance, Value Creation*

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