ANALISIS KEUNIKAN PERGURUAN TINGGI, PENGALAMAN MAHASISWA, KREDIBILITAS KAMPUS DAN PENGARUHNYA PADA CITRA PERGURUAN TINGGI SWASTA DI PROVINSI JAWA BARAT

DISERTASI

Diajukan Untuk Memenuhi Sebagian dari Syarat Memperoleh Gelar
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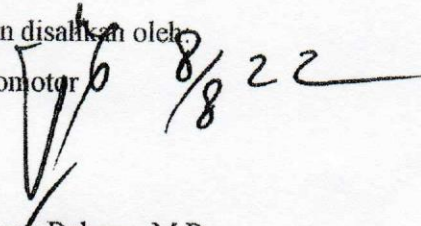
LEMBAR PENGESAHAN

ANALISIS KEUNIKAN PERGURUAN TINGGI, PENGALAMAN MAHASISWA, KREDIBILITAS KAMPUS DAN PENGARUHNYA PADA CITRA PERGURUAN TINGGI SWASTA DI PROVINSI JAWA BARAT

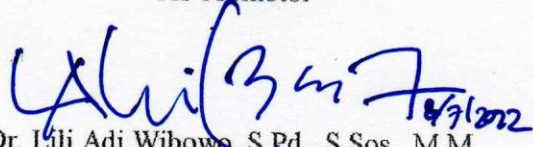Disetujui dan disahkan oleh
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ANALISIS KEUNIKAN PERGURUAN TINGGI, PENGALAMAN MAHASISWA, KREDIBILITAS KAMPUS DAN PENGARUHNYA PADA CITRA PERGURUAN TINGGI SWASTA DI PROVINSI JAWA BARAT. Asep Muhamad Ramdan (NIM. 1706667), di bawah bimbingan: Prof. Dr. H. Agus Rahayu, M.P., Dr. Lili Adi Wibowo, S.Pd, S.Sos. M.M., dan Dr. Puspo Dewi Dirgantari, S.Pd, M.T, M.M.

ABSTRAK

Tujuan dari penelitian ini adalah menghasilkan model pemasaran terkait citra perguruan tinggi perguruan tinggi swasta dengan menganalisis keterkaitan antara Keunikan Perguruan Tinggi, Pengalaman Mahasiswa, Kredibilitas Kampus, dan Citra Perguruan Tinggi pada Universitas Swasta di Jawa Barat. Unit analisis atau populasi pada penelitian ini adalah 47 universitas swasta di Jawa Barat dengan peringkat akreditasi A, B, atau C, dan sebagai sampelnya adalah 400 mahasiswa yang dipilih dengan *Stratified cluster sampling*. Penelitian ini menggunakan metode deskriptif dan verifikatif. Temuan penelitian adalah bahwa u sudah memiliki keunikan tersendiri, dengan pengalaman mahasiswa yang bermakna, dan citra perguruan tinggi yang sudah baik, serta memiliki kredibilitas kampus yang sangat kredibel. Keunikan perguruan tinggi berpengaruh positif terhadap pengalaman mahasiswa pada PTS di Jawa Barat. Keunikan perguruan tinggi berpengaruh positif terhadap kredibilitas kampus pada PTS di Jawa Barat. Pengalaman mahasiswa berpengaruh positif terhadap kredibilitas kampus pada PTS di Jawa Barat. Keunikan perguruan tinggi tidak berpengaruh terhadap citra perguruan tinggi swasta di Jawa Barat. Pengalaman mahasiswa berpengaruh positif terhadap citra perguruan tinggi swasta di Jawa Barat. Kredibilitas kampus berpengaruh positif terhadap citra universitas swasta di Jawa Barat. Pengalaman mahasiswa dapat menjadi variabel mediasi yang sifatnya *full mediation* untuk keunikan perguruan tinggi dalam mempengaruhi kredibilitas kampus. Demikian pula bahwa kredibilitas kampus dapat memediasi pengaruh keunikan perguruan tinggi (*full mediation*) dan pengalaman mahasiswa (*partial mediation*) dalam hubungannya dengan citra perguruan tinggi.

Kata Kunci: Citra Perguruan Tinggi, Keunikan Perguruan Tinggi, Pengalaman Mahasiswa, Kredibilitas Kampus

ANALYSIS OF UNIVERSITY UNIQUENESS, STUDENT EXPERIENCE, CAMPUS CREDIBILITY AND THEIR EFFECT ON THE IMAGE OF PRIVATE UNIVERSITIES IN WEST JAVA PROVINCE. Asep Muhamad Ramdan (NIM. 1706667), under guidance of: Prof. Dr. H. Agus Rahayu, M.P., Dr. Lili Adi Wibowo, S.Pd, S.Sos. M.M., dan Dr. Puspo Dewi Dirgantari, S.Pd, M.T, M.M.

ABSTRAK

The research purpose is to produce a marketing model related to the image of private higher education institutions by analyzing the relationship between the Uniqueness of Higher Education, Student Experience, Campus Credibility, and Higher Education Image at Private Universities in West Java. The unit of analysis or population in this study were 47 private universities in West Java with accreditation ratings of A, B, or C. Selection of 400 students as sample was obtained by Stratified cluster sampling. This research uses descriptive and verification methods. The research findings are that universities already have their own uniqueness, with a meaningful student experience, a good image of the university, and a very credible campus credibility. The uniqueness of the university has a positive effect on the student experience at PTS in West Java. The uniqueness of the university has a positive effect on the credibility of the campus at PTS in West Java. Student experience has a positive effect on campus credibility at PTS in West Java. The uniqueness of universities does not affect the image of private universities in West Java. Students experience have positive effect on the image of private universities in West Java. Campus credibility has a positive effect on the image of private universities in West Java. Students experience can be a mediating variable that is full mediation for the uniqueness of the university in influencing the credibility of the campus. Likewise, the credibility of the campus can mediate the influence of the uniqueness of the university (full mediation) and student experience (partial mediation) in relation to the image of the university.

Keywords*: Campus Credibility, Higher Education Image, Student Experience, University Uniqueness*

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