

ABSTRAK

**PENGARUH KOMPETENSI GURU DAN MOTIVASI SISWA PADA
KEPUASAN SISWA SERTA CITRA SEKOLAH
MELALUI KUALITAS TEFA DI SMK STRADA DAAN MOGOT**

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Penelitian ini bertujuan untuk menganalisis pengaruh kompetensi guru dan motivasi siswa pada kepuasan siswa serta citra sekolah melalui kualitas *Teaching Factory* (TEFA) *Business Center-Damos Studio* di SMK Strada Daan Mogot. Kebutuhan terhadap lulusan SMK yang memiliki keterampilan sesuai dengan tuntutan industri menuntut penguatan implementasi TEFA sebagai model pembelajaran berbasis industri. Kompetensi guru dan motivasi siswa merupakan faktor kunci yang mempengaruhi keberhasilan implementasi TEFA dan pada akhirnya mempengaruhi kepuasan siswa serta citra sekolah vokasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Pengumpulan data dilakukan melalui kuesioner terhadap 204 responden siswa SMK Strada Daan Mogot. Analisis data dilakukan menggunakan *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) melalui aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa kompetensi guru berpengaruh positif pada kualitas TEFA, motivasi siswa berpengaruh positif pada kualitas TEFA, kualitas TEFA berpengaruh positif pada kepuasan siswa, kualitas TEFA berpengaruh positif pada citra sekolah, dan kepuasan siswa berpengaruh positif pada citra sekolah. Kualitas TEFA juga terbukti memediasi pengaruh kompetensi guru dan motivasi siswa pada kepuasan siswa maupun citra sekolah. Temuan ini menegaskan pentingnya penguatan kompetensi guru dan motivasi siswa dalam mengoptimalkan kualitas implementasi TEFA sebagai model pembelajaran berbasis industri untuk meningkatkan kepuasan siswa dan memperkuat citra sekolah vokasi.

Kata kunci: *Teaching Factory*, kompetensi guru, motivasi siswa, kepuasan siswa, citra sekolah, SEM-PLS.

ABSTRACT

THE IMPACT OF TEACHER COMPETENCE AND STUDENT MOTIVATION ON STUDENT SATISFACTION AND SCHOOL IMAGE MEDIATED BY TEFA QUALITY AT SMK STRADA DAAN MOGOT

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This study aims to analyze the influence of teacher competence and student motivation on student satisfaction and school image through the quality of the Teaching Factory (TEFA) Business Center-Damos Studio at SMK Strada Daan Mogot. The demand for vocational school graduates with skills aligned to industry needs requires strengthening the implementation of TEFA as an industry-based learning model. Teacher competence and student motivation are key factors influencing the successful implementation of TEFA, which ultimately affect student satisfaction and the image of vocational schools. This study employs a quantitative approach using a survey method. Data were collected through questionnaires administered to 204 student respondents at SMK Strada Daan Mogot. The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the SmartPLS 4.0 software. The results show that teacher competence has a positive effect on TEFA quality; student motivation has a positive effect on TEFA quality; TEFA quality positively affects student satisfaction; TEFA quality positively affects school image; and student satisfaction significantly affects school image. TEFA quality is also proven to mediate the influence of teacher competence and student motivation on both student satisfaction and school image. These findings emphasize the importance of strengthening teacher competence and student motivation in optimizing the quality of TEFA implementation as an industry-based learning model to improve student satisfaction and enhance the image of vocational schools.

Keywords: Teaching Factory, teacher competence, student motivation, student satisfaction, school image, SEM-PLS.