

ABSTRAK

EFEKTIVITAS PROMOSI *EDUCATION FAIR* UNTUK MENDAPAT
MAHASISWA BERKUALITAS

Studi kasus pada mahasiswa Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui (1) pengaruh kualitas promosi *education fair* terhadap motivasi berkuliah, (2) pengaruh motivasi berkuliah terhadap motivasi berprestasi, (3) pengaruh motivasi berkuliah terhadap kualitas non-akademik mahasiswa, (4) pengaruh motivasi berkuliah terhadap kualitas akademik mahasiswa, (5) pengaruh motivasi berprestasi terhadap kualitas non-akademik mahasiswa, (6) pengaruh motivasi berprestasi terhadap kualitas akademik mahasiswa, (7) pengaruh kualitas non-akademik mahasiswa terhadap kualitas akademik mahasiswa, (8) perbedaan kualitas non-akademik mahasiswa yang berasal dari SMA-SMA yang dijadikan program promosi *education fair* USD pada enam kategori daerah, serta (9) perbedaan kualitas akademik mahasiswa yang berasal dari SMA-SMA yang dijadikan program promosi *education fair* USD pada enam kategori daerah.

Populasi dalam penelitian ini adalah mahasiswa Universitas Sanata Dharma Yogyakarta yang berasal dari SMA-SMA yang pernah dijadikan program promosi *education fair* USD yang berjumlah 367 mahasiswa, dengan sampel sebanyak 120 responden. Pengambilan sampel menggunakan teknik *quota sampling*. Teknik pengumpulan data dengan observasi dokumen dan kuesioner. Teknik analisis data dalam penelitian ini adalah *Partial Least Square* menggunakan aplikasi WarpPLS 4.0 dan *One Way Anova* menggunakan aplikasi IBM SPSS Statistics 22.

Hasil penelitian menunjukkan bahwa (1) kualitas promosi *education fair* berpengaruh positif pada motivasi berkuliah, (2) motivasi berkuliah berpengaruh positif pada motivasi berprestasi, (3) motivasi berkuliah tidak berpengaruh pada kualitas non-akademik mahasiswa, (4) motivasi berkuliah berpengaruh negatif pada kualitas akademik mahasiswa, (5) motivasi berprestasi berpengaruh positif pada kualitas non-akademik mahasiswa, (6) motivasi berprestasi berpengaruh positif pada kualitas akademik mahasiswa, serta (7) kualitas non-akademik mahasiswa berpengaruh positif pada kualitas akademik mahasiswa, dengan kesimpulan secara menyeluruhnya bahwa kualitas akademik mahasiswa dipengaruhi oleh kualitas promosi *education fair* melalui motivasi berkuliah dan motivasi berprestasi yang dimana motivasi berprestasi berpengaruh langsung terhadap kualitas akademik mahasiswa tanpa perantara dari kualitas non-akademik mahasiswa. Hasil penelitian juga menunjukkan bahwa (8) tidak terdapat perbedaan kualitas non-akademik mahasiswa yang berasal dari sekolah yang dijadikan program promosi *education fair* USD pada enam kategori daerah, serta (9) terdapat perbedaan kualitas akademik mahasiswa yang berasal dari sekolah yang dijadikan program promosi *education fair* USD berdasarkan masing-masing kategori daerah.

Kata kunci : Kualitas Promosi, *Education Fair*, Motivasi Berkuliah, Motivasi Berprestasi, Kualitas Non-Akademik Mahasiswa, Kualitas Akademik Mahasiswa

ABSTRACT

THE EFFECTIVENESS OF EDUCATION FAIR PROMOTION TO OBTAIN QUALIFIED STUDENTS

A Case Study at Sanata Dharma University Students Yogyakarta

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This research aims to find out the influence of (1) education fair promotion quality towards motivation to study in the college, (2) motivation to study in the college towards achievement motivation, (3) motivation to study in the college towards the students' non-academic quality, (4) motivation to study in the college towards the students' academic quality, (5) achievement motivation towards the students' non-academic quality, (6) achievement motivation towards the students' academic quality, (7) the students' non-academic quality towards the students' academic quality; the research also aims to find out the difference of (8) non-academic quality among six region categories of students coming from high schools which conducted education fair promotion program, and (9) academic quality among six region categories of students coming from high schools which conducted education fair promotion program.

The population in this research is SDU students who come from the high schools which conducted education fair promotion program which amount as many 367 students, and the samples are 120 respondents. The sampling technique used is quota sampling. The data collection technique is used by observing documents and questionnaires. The data analysis technique that is used in this research is Partial Least Square method by using the WarpPLS 4.0 application and One Way Annova method by using IBM SPSS Statistic 22 application.

This research results showed that (1) the promotion quality of education fair positively influenced motivation to study in the college, (2) the motivation to study in the college positively influenced achievement motivation, (3) the motivation to study in the college did not influence the students' non-academic quality, (4) the motivation to study in the college negatively influenced the students' academic quality, (5) the achievement motivation positively influenced the students' non-academic quality, (6) the achievement motivation positively influenced the students' academic quality, (7) the students, non-academic quality positively influenced the students' academic quality. In conclusion, the students' academic quality was influenced by education fair promotion quality through the motivation to study in the college and the achievement motivation. The achievement motivation directly influenced the student' academic quality without any intervention from the variable of the student' non-academic quality. The results of this research also showed (8) there was no difference in non-academic quality among six region categories of students coming from high schools which conducted education fair promotion program, and (9) there was a difference in academic quality among six region categories of students coming from high schools which conducted education fair promotion program.

Keywords : Promotion Quality, Education Fair, Motivation to Study in the College, Achivement Motivation, Students Non-Academic Quality, Student Academic Quality