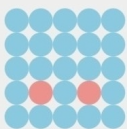




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Program Pascasarjana Manajemen dan Bisnis  
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## ABSTRACT

ARMITA FIBRIYANTI. Analysis of Satisfaction and Effectiveness of Tanoto Foundation Scholarship Program. Under direction of SRI HARTOYO and SADIKIN KUSWANTO

Opportunities of higher education has become more limited in Indonesia. It was caused by the limitation of family funds. National Social Economical Survey on 2003 showed that 67% of community did not continue their education because of lack of funds. Based on this situation, Tanoto Foundation as a nonprofit foundation in Indonesia provides scholarships for students at seven universities in Indonesia since 2006. The objectives of this study were to (1) analyze the satisfaction and program effectiveness of Tanoto Foundation Scholarship; (2) analyze factors influencing satisfaction and program effectiveness of Tanoto Foundation Scholarship; (3) formulate strategy for the improvement of satisfaction and effectiveness of Tanoto Foundation Scholarship and; (4) formulate research implication which consist of managerial implication and scientific implication. Research was conducted in Jakarta (UI), Bandung (ITB), Yogyakarta (UGM), Jambi (UNJA), Medan (USU), and Riau (UNRI). Data was taken for four months from March – July 2012. Descriptive analysis with qualitative and quantitative method was applied for this research. There were 30 indicator variables and 242 respondents. The result of this research showed that respondents were satisfied to the scholarship (satisfaction index 78,19%) and program was effective because it met the purpose of the foundation, proper amount of scholarship, and positively impacted. There was only one significant dimension (assurance) which formed satisfaction and the relationship of satisfaction and effectiveness was positive and significant. One of the strategy to improve the satisfaction and effectiveness is re-enforce scholarship program.

Keywords : education, satisfaction, effectiveness, scholarship, SEM, CSI.

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