SUMMARY

MAYA WULAN ARINI. Factors that Influence the Success of Student Study in Master Program of Business School (Case Study: IPB Business School). Supervised by D.S. PRIYARSONO and ROKHANI HASBULLAH.

Business schools in Indonesia are largely implemented as study programs of Master of Management by various institutions of higher education. IPB Business School (SB-IPB) is one of the best business schools in Indonesia, which is still in the first rank of CIVETS countries. SB-IPB applies the standards of learning process with maximum limit of the study period and the minimum limit of the student study load. It takes normally for two years to achieve a postgraduate degree, but in practice the students cannot always complete their studies during normal time that has been determined and they even resign.

The percentage of students passing the postgraduate in SB-IPB class of 2011 and 2012 decreased from 77.07% to 75.09%. The research focuses on developing a process that can be applied to establish a business continuity management process in SB-IPB and provides the framework for implementing such a plan successfully. A critical factor in the process of business continuity management in SB-IPB is the success rate of students study, so the purpose of this study is to analyze the factors that influence the success of graduate student study of SB-IPB postgraduate program in order to become an evaluation for academic to improve the success of its students.

Primary data in this study were from the interview to SB-IPB alumnus class of 2011 and 2012, while secondary data were from the academic of SB-IPB. Samples were obtained from 80 students by using accidental sampling method. The data were processed using analysis of correlation and analysis of structural equation modeling with the method of partial least square (PLS-SEM). The analysis of correlation was used to explain the relationship between the characteristics of the student and the period of thesis composing. While SEM-PLS model was used to confirm the theory of college business process by using 19 indicators that reflect three latent variables; which are, input (characteristic of the student), process (the process of composing thesis) and output (the success of study).

Based on the results of correlation analysis, it is shown that some of the characteristics of the students have correlations with the term of thesis composing; which are, class type, marital status, student residence, employment status, occupation type, income per month and GPA of postgraduate. While gender, age, college, funding source, dwelling type, field of interest, Academic Potential Test score, TOEFL, and GPA of undergraduate are not correlated to the period of thesis composing.

After going through the process of SEM-PLS model iteration, the result shows that variable of the characteristics of student is reflected by employment status. While the variable of thesis composing process is reflected by physical condition, motivation, suitability of field of interest, administrative processes, academic policies and the role of supervisor. The variable of the success of study has two reflective indicators, which are, GPA of postgraduate and the period of study. This SEM-PLS model has been qualified in convergent validity and proper
reliability model. It was known from the value of Extracted Variance Average (AVE) of each latent variable that has a value of more than 0.5 and a value of composite reliability at each latent variable more than 0.6. The results of bootstrapping on SEM-PLS model show that the characteristics of students negatively affect the thesis composing process as much as -0.28 which means that the characteristics of students reflected by students who actively work will hamper the thesis composing process and will also indirectly impact on the quality of the success of study. Likewise, the variable of thesis composing process has a direct positive influence on the success of study as much as 0.35 which means that the better the thesis composing process is, the more the success of study will increase that is reflected with high GPA of postgraduate as well as the faster period of study. Indicators that play a dominant role for the process of thesis composing are the suitability of the field of interest and the administrative processes.

Managerial Implications that can be done by SB-IPB to improve the success of student study start from a new admissions using online system. Afterwards, students who are married, who live outside Bogor, and who actively works need to get a briefing of consequences as soon as they are accepted as students of SB-IPB. This is to anticipate the students to not resign during the thesis composing process. In addition, in supporting the thesis composing process, a regular schedule of meetings is needed between lecturers and students, as well as the schedule for the simultaneous colloquium for all classes is supported by the additional service hours of library out of working hours. The thesis administrative process also needs to be simplified by using information technology. The academic of SB-IPB needs to evaluate the number of graduates, the period of study and the GPA of postgraduate, based on the year in each class. The comparison is more accurate in evaluating the success of study of each student, so that the academic becomes more motivated to provide better services to students.

Key words: business continuity management, success of study, management of business school, SEM-PLS