SUMMARY

AHIR WASAHUA. Evaluation of Bidikmisi Assistance Program Policy at Private Universities in Kopertis Region XII Year 2013-2015. Guided by YONNY KOESMARYONO and ILLAH SAILAH.

Bidikmisi program is an agenda of the government to open the access to university for unreach students with the high level of academic achievement from the poor family. The beneficiaries students of the Bidikmisi program are expected to be able to use education financial support properly, achieve good academic performance as well and are expected to complete the study timely while studying in private universities.

The purpose of this research are to know how the financial support allocated by the students in Kopertis Region XII and to know the influence of Bidikmisi program contribution to the success of the study of students in private universities in Maluku and North Maluku.

This research is descriptive research using qualitative and quantitative approach. Quantitative methods in the form of a survey that aims to describe or explain the problems, while qualitative methods used to answer the existing problems. The data sources consist of primary and secondary data. The study was conducted at private universities in Maluku and North Maluku.

Primary data was obtained directly by completing the questionnaires and google forms distributed to students and direct interviews with the students. Secondary data obtained from literature studies in the form of magazines, literatures and other publications and documents related to the title of the study.

Sampling technique used is Proportional Stratified Random Sampling technique based on the number of quotas received by private universities with a sample size of 246 respondents. Descriptive analysis conducted to determine the distribution of respondents 'answers on the questionnaire which shows respondents' perceptions of the indicator variables measured in this study. Independent variables in this study include student intrinsic characteristics, Bidikmisi program management characteristics, student environmental characteristics, while dependent variables include attitudes and behavior of students who receiving bidikmisi program.

Technique of processing and data analysis in research using descriptive analysis. The tool used is multiple linear regression analysis using Statistical Package for Social Science (SPSS) version 23 software. Based on the results of research, the students allocate the living cost for food, boarding houses, clothing, transportasi, health, textbooks, stationery, photo copy, however some the utilize the money to assist their parents and for buying electronic device.

The student intrinsic characteristic variable partially has no effect significantly to the attitude and behavior of students. Likewise, the characteristics of Bidikmisi program management (X2), student environmental characteristics (X3) with family environment indicator, academic environment, and community environment have a significant effect on student attitudes and behavior (Y).

Interaction of students with the support of the family environment, academic environment and community environment are very high, by giving encouragement to students to develop themselves in achieving high academic performance. The results of research need to be followed up strategically in the management of
tuition fees and living costs that exist in private universities. Private universities need to conduct regular evaluation and guidance to know the seriousness of the students who receive the bidikmisi program in achieving academic achievement.

Keywords: students receiving bidikmisi programs, academic achievement and management of living expenses, multiple linear regression.