

**ANALISIS PENGARUH KUALITAS LAYANAN *HOST UNIVERSITY***  
**TERHADAP KEPUASAN MAHASISWA PENERIMA BEASISWA**  
***INDONESIAN INTERNATIONAL STUDENT MOBILITY AWARDS (IISMA)***

**INTISARI**

Program *Indonesian International Student Mobility Awards (IISMA)* termasuk bagian dari kebijakan Merdeka Belajar Kampus Merdeka (MBKM) yang masih baru. Oleh karena itu, perlu banyak dilakukan penelitian agar dapat memberikan hasil yang maksimal bagi para mahasiswa di Indonesia. Tujuan penelitian ini adalah menganalisis dan menguji pengaruh kualitas layanan *host university* terhadap kepuasan mahasiswa penerima beasiswa IISMA. Penelitian ini melibatkan 1150 mahasiswa penerima beasiswa IISMA. Hasil penelitian menunjukkan bahwa rata-rata kepuasan mahasiswa penerima beasiswa IISMA terhadap kualitas layanan *host university* adalah sebesar 4,43 yang berarti mereka cenderung puas dan sangat puas dengan layanan yang mereka terima dari *host university*. Lima dimensi kualitas layanan (*assurance, empathy, reliability, responsiveness, dan tangible*) yang dicetuskan oleh Parasuraman et al. (1998) semuanya berpengaruh positif terhadap kepuasan mahasiswa, meskipun pengaruh dimensi *assurance* bersifat marginal.

Kata kunci: kualitas layanan, kepuasan mahasiswa, IISMA.

**ANALYSIS OF THE INFLUENCE OF QUALITY OF SERVICE HOST  
UNIVERSITY ON SATISFACTION OF SCHOLARSHIP RECIPIENT  
STUDENTS INDOONESIAN INTERNATIONAL STUDENT MOBILITY  
AWARDS (IISMA)**

**ABSTRACT**

The Indonesian International Student Mobility Awards (IISMA) program is part of the new Merdeka Belajar Kampus Merdeka (MBKM) policy. Therefore, a lot of research needs to be done in order to provide maximum results for students in Indonesia. The purpose of this study was to analyze and examine the effect of host university service quality on the satisfaction of students receiving IISMA scholarships. This research involved 1150 students receiving IISMA scholarships. The results showed that the average satisfaction of IISMA scholarship recipient students with the quality of host university services was 4.43, which means they tended to be satisfied and very satisfied with the services they received from the host university. The five dimensions of service quality (assurance, empathy, reliability, responsiveness, and tangible) proposed by Parasuraman et al. (1998) all have a positive effect on student satisfaction, although the effect of the assurance dimension is marginal.

Keyword: *service quality, student satisfaction, IISMA*