

ABSTRAK

Akreditasi internasional menjadi strategi penting dalam meningkatkan mutu dan daya saing pendidikan tinggi di era global. Namun, pemahaman dan persepsi mahasiswa terhadapnya masih beragam. Penelitian ini bertujuan mengkaji hubungan antara tingkat semester dan jenis program studi dengan pengetahuan dan persepsi mahasiswa mengenai akreditasi internasional serta implikasinya terhadap peluang karir.

Menggunakan pendekatan kuantitatif dan teori persepsi, akreditasi, serta employability, survei dilakukan kepada 352 mahasiswa aktif semester 2 hingga 8 dari tiga program studi di Fakultas Bisnis dan Ekonomika Universitas Islam Indonesia. Analisis data menggunakan uji chi-square menunjukkan bahwa mahasiswa semester akhir dan mahasiswa dari Program Studi Manajemen memiliki tingkat pengetahuan lebih tinggi mengenai akreditasi internasional. Persepsi terhadap kualitas pendidikan relatif beragam dan positif di seluruh kelompok. Sementara itu, persepsi bahwa akreditasi internasional berdampak terhadap peluang karir juga cenderung tinggi, terutama pada mahasiswa semester akhir.

Temuan ini menunjukkan bahwa pengalaman akademik dan eksposur informasi menjadi faktor penting dalam membentuk persepsi mahasiswa. Penelitian ini menegaskan pentingnya strategi komunikasi mutu yang adaptif di tingkat program studi untuk meningkatkan kesadaran akan nilai strategis akreditasi internasional sebagai modal karir lulusan..

Kata Kunci : Akreditasi Internasional, Pengetahuan Mahasiswa, Persepsi, Peluang Karir, Pendidikan Tinggi.

ABSTRACT

International accreditation is an important strategy for improving the quality and competitiveness of higher education in the global era. However, students' understanding and perceptions of it still vary. This study aims to examine the relationship between semester level and type of study program with students' knowledge and perceptions of international accreditation and its implications for career opportunities.

Using a quantitative approach and theories of perception, accreditation, and employability, a survey was conducted among 352 active students in semesters 2 to 8 from three programs at the Faculty of Business and Economics, University of Islam Indonesia. Data analysis using the chi-square test revealed that final-year students and those from the Management Program had higher levels of knowledge about international accreditation. Perceptions of educational quality were relatively consistent and positive across all groups. Meanwhile, perceptions that international accreditation impacts career opportunities were also relatively high, particularly among final-year students.

These findings suggest that academic experiences and exposure to information are important factors in shaping students' perceptions. This study underscores the importance of adaptive quality communication strategies at the program level to enhance awareness of the strategic value of international accreditation as a career asset for graduates.

Keywords: *International Accreditation, Student Knowledge, Perception, Career Opportunities, Higher Education.*