

ABSTRAK

Suatu negara akan maju jika di dorong sumber daya manusia yang berdaya saing kuat. Perguruan tinggi dapat mencapai daya saing yang kuat diperlukan pengelolaan sumber daya internal yang baik. **Tujuan penelitian** untuk menjelaskan daya saing perguruan tinggi swasta di Jakarta yang dipengaruhi dari aspek tata kelola, budaya mutu, *green human resources managemen*, dan kejujuran yang dimediasi manajemen pengetahuan. **Metode penelitian** yang digunakan jenis kuantitatif dan sebagai objek unit analisis diwakili 10 universitas swasta di LLDIKTI III yang terakreditasi “B dan Baik sekali” serta memiliki jumlah mahasiswa di atas 5.000. Jumlah populasi dosen tetap sebanyak 3.231 orang dan jumlah sampel diambil sebanyak 356 responden serta teknik sampling menggunakan *simple random sampling*. Metode mengumpulkan data menggunakan instrumen sebanyak 74 butir. Data dianalisis menggunakan Analisis SEM (*Structural Equation Modelling*), dengan PLS (*Partial Least Square*), 3.33. **Hasil penelitian** menunjukkan bahwa variabel yang diamati yaitu: budaya mutu, *green human resource management* dan kejujuran berpengaruh langsung terhadap daya saing. Satu variabel eksogen yang diamati tata kelola tidak berpengaruh langsung terhadap daya saing karena tata kelola merupakan tanggung jawab langsung kinerja universitas terhadap pemilik/yayasan. Pengamatan variabel eksogen tata kelola yang dimediasi manajemen pengetahuan secara tidak langsung berpengaruh positif terhadap daya saing. **Novelty**: pertama daya saing dapat ditingkatkan melalui kemampuan mengelola sumber daya internal secara efektif dan efisien yang dimediasi manajemen pengetahuan untuk mengungguli pesaingnya. Kedua kejujuran berperan penting dalam meningkatkan daya saing perguruan tinggi swasta secara langsung maupun tidak langsung.

Keyword : Budaya mutu, Daya saing, *Green human resource*, Kejujuran, Manajemen pengetahuan, Tata kelola, Perguruan Tinggi

ABSTRACT

*A country will progress if it is driven by strong competitive human resources. To achieve strong competitiveness, good internal resource management is needed for universities. **The aim** of the research is to explain the competitiveness of private universities in Jakarta which is influenced by aspects of governance, quality culture, green human resources management, and honesty mediated by knowledge management. **The research method** used is quantitative and as the object of the analysis unit is represented by 10 private universities in LLDIKTI III which are accredited "B and Very Good" and have a number of students above 5,000. The total population of permanent lecturers is 3,231 people and the number of samples taken was 356 respondents and the sampling technique used simple random sampling. The method for collecting data uses a 74-item instrument. Data were analyzed using SEM (Structural Equation Modeling) analysis, with PLS (Partial Least Square), 3.33. **The research results** show that the variables observed, namely: quality culture, green human resource management and honesty have a direct effect on competitiveness. One exogenous variable that is observed is that governance does not have a direct effect on competitiveness because governance is the direct responsibility of the university's performance towards the owner/foundation. Observation of exogenous governance variables mediated by knowledge management indirectly has a positive effect on competitiveness. **Novelty:** firstly, competitiveness can be increased through the ability to manage internal resources effectively and efficiently mediated by knowledge management to outperform competitors. Both honesty play an important role in increasing the competitiveness of private universities directly and indirectly.*

Keywords: *Competitiveness, governance, green human resources, knowledge management, truthfulness, Quality culture*

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