The Models of CNY Agency Role for Indonesian Students to Study in Higher Education Institutions in China

DISSERTATION

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PROGRAM STUDI DOKTOR MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS MERCU BUANA
2023

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DISERTASI

Diajukan Sebagai Salah Satu Syarat untuk Menyelesaikan Program Studi Doktor Manajemen

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ABSTRACT

Studying in China for education is one of the basic contents of China's higher education, and an important part of talent training through higher education. It is also an important part of Chinese study abroad education. With the opening up of various fields and regions, education, due to its own characteristics, has become an important field and a breakthrough point for exchanges between China and developed countries. The purpose of this study was to determine The Models of CNY Agency Role for Indonesian Students to Study in Higher Education Institutions in China. The research paradigm in this study is positivism, with a descriptive quantitative research design. The analysis in this study uses the SEM (Structural Equation Model) method with the SMART-PLS 3.0 analysis tool which was tested on 201 respondents who are students studying in China through the CNY Agency. This study found that student motivation, personal relationship, discipline, and student satisfaction have a direct influence on student performance, and student satisfaction has an influence on mediating student motivation, personal relationship, and discipline on student performance. All these five variables involved which are employed in my research in studying Indonesian students in China is also a novelty of this research.

Keywords: *Student Motivation, Personal Relationship, Discipline, Student Satisfaction, Student Performance*.

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FOREWORD

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Jakarta, December, 2023

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