



A Tracer Study of the Master of Management at Universitas Trisakti, Indonesia

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ABSTRACT

This study aims to determine the profile of alumni of the Master of Management Study Program, Faculty of Economics and Business, Universitas Trisakti. The respondents to this study were Master of Management alumni from the Faculty of Economics and Business at Universitas Trisakti who graduated in 2020–2021. The type of research used is descriptive research with a quantitative approach. The data used are primary data collected through surveys by distributing questionnaires to respondents. The data is processed using SPSS software. There were 261 graduates of the Master of Management Faculty of Economics and Business Universitas Trisakti Master of Management Study Program for 2020–2021, but only 201 completed the complete tracer study. Questionnaires were distributed directly to alumni or alumni users whose whereabouts were known. The results of the study show that alumni stated that the majors taken were under the field of work. Overall, graduates were able to get their first job in less than six months. Alumni receive academic guidance, participate in research projects, and have the opportunity to become part of professional scientific networks. Graduates can communicate, work with teams, develop themselves, and utilize information technology. The results of the implementation of this tracer study can be used as material for evaluating and improving the leadership of MM FEB Trisakti University regarding graduate profiles and the abilities that graduates must have, both soft and hard, to be competitive in the world of work.

KEYWORDS: Alumni, Master of Management Study Program, Tracer Study

INTRODUCTION.

The Universitas Trisakti Master of Management Study Program is one of the study programs under the auspices of the Faculty of Economics and Business (FEB Usakti). The Master of Management Study Program (MM Study Program) was established in 1992 and was the first to be managed by a private university. Along with its existence, the MM Study Program has contributed to improving the quality of human resources through the education sector. Currently, the Master of Management Study Program has and manages eight concentrations, namely: Marketing Management, Financial and Risk Management, Human Capital Management, Operations and Supply Chain Management, Service Management, Communication Management, Sustainability, and Community Entrepreneurship. The Master of Management Study Program, Faculty of Economics and Business, Universitas Trisakti, is committed to preparing students to become professional leaders who can implement and develop knowledge in the field of management and can solve management problems through inter and multi-disciplinary approaches that are beneficial to a society based on an entrepreneurial spirit. In addition, graduates are expected to be able to develop themselves and adapt to changes in the dynamic and sustainable global business environment.

Based on data in the Statistics Indonesia report, in 2021 there will be 3,115 tertiary institutions under the Ministry of Education, Culture, Research, and Technology (Kemendikbud Ristek) spread throughout Indonesia, both public and private universities. There are 2,990 private universities or 95.98%, and only 4.01%, or 125 units, are state universities. Judging from the number of students in 2020 presented in the Higher Education

Statistics 2020, there were 8,483,213 students spread across all tertiary institutions in Indonesia, with a composition of 95.16% undergraduate, 4.25% master's programs, and 0.59% doctoral programs. The results of the report show that the number of master's students in Indonesia is still limited. This can be an opportunity for the MM Study Program to increase the number of students and graduates who can develop their potential to become intellectuals, scientists, practitioners, and professionals.

For 30 years, the MM Study Program has had more than 6,000 alumni spread throughout Indonesia and abroad. It is a strength for the MM Study Program if it can carry out tracer studies to be able to establish relationships between alumni and students, as well as the academic community so that sustainable networking occurs. The results of the tracer study are a measure of the performance of the MM Study Program in determining learning outcomes for its graduates. In addition, a tracer study is a complete requirement for accreditation set by the government aimed at alumni that are carried out two (two) years after graduation and aim to find out: 1). Educational outcomes in the form of transitions from the world of higher education to the world of work (including the waiting period for work and the first job search process), the last work situation, and the application of competencies in the world of work 2). The output of education is self-assessment of the mastery and acquisition of competence. 3) The educational process is in the form of evaluating the learning process and the contribution of higher education to the acquisition of competence.

The results of the tracer study will help FEB Usakti, especially the MM study program, to measure and track graduate performance so that clear indicators of graduate profiles can be



obtained. A tracer study is also used to find out the position of graduates who have been absorbed in the world of work and to prepare graduates according to the competencies needed in the world of work. It is hoped that the alumni can also become entrepreneurs who can provide jobs. The tracer results can also help government programs map the needs of the world of work and the development of education in Indonesia.

(<https://tracerstudy.kemdikbud.go.id>).

Based on this background, the problem can be formulated as follows: What is the profile of graduates of the Master of Management Study Program, Faculty of Economics and Business, in 2020-2021, reviewed based on: a). Alumni (appropriate Field of Work Graduates). b). Information about alumni's learning experiences (aspects of teaching and learning and learning facilities in the MM FEB Usakti Study Program). c). Education's contribution to current work.

LITERATURE REVIEW

The Role of Alumni for Institutions

Alumni of a tertiary institution are students who have graduated and completed their studies at a tertiary institution. Alumni are the output or result of a tertiary institution and are expected to be a supporting factor in developing the alma mater (Hilbert, Kiel, Iskhakova, Hilbert, & Hoffmann, 2016). The role of alumni in advancing the quality of an educational institution is getting more and more attention because it is an important indicator in evaluating higher education accreditation, namely the involvement of alumni in the assessment component (Anggrainia & Kustijanab, 2015). Alumni themselves have a strategic role in helping tertiary institutions achieve their goals, namely to improve the quality of education and development and support various activities in tertiary institutions (Stephenson & Bell, 2014). Alumni who excel can play a role in building public opinion as well as being a promotional tool for their alma mater. Alumni are also expected to be able to develop various networks and build institutional imagery, especially from a stakeholder perspective. Anggrainia & Kustijanab's (2015) view confirms that alumni are expected to act as catalysts or levers with various constructive and critical inputs for the alma mater.

Tracer Study

The tracer study is tracing alumni to find out alumni activities after graduating from Higher Education, the transition from the world of higher education to the world of work, work situations, the acquisition of competencies, the use of competencies in work, and career paths. The Tracer Study aims to determine educational outcomes in the form of transitions from the world of higher education to the world of work, educational outputs, namely self-assessment of competence mastery and acquisition, educational processes in the form of evaluation of learning processes, and the contribution of higher education to competency acquisition, as well as educational inputs in the form of further exploration of socio-biographical information of graduates. The Tracer Study is used for accreditation purposes. Tracer studies can be used as a monitoring tool for the adaptation of graduates when entering the world of work, which is carried

out routinely. Tracer Study is held at the University level, assisted in its implementation by Faculties and study programs. The main benefits of this tracer study are obtaining input materials to improve the teaching and learning process, evaluating and updating higher education curricula, evaluating and updating lecture materials, evaluating and updating graduates' adaptability in the workplace, evaluating alumni unemployment rates, and finding solutions. alumni tracing studies provide an overview of the current situation and career movements of alumni as well as being an important source of data for curriculum development and evaluation as well as the formulation of higher education's vision and mission (Murtanto, Warsindah, & Yanti, 2017).

Alumni Satisfaction with Institutions

Alumni satisfaction is alumni satisfaction with the alma mater that was formed because alumni feel that studying at a campus is in great demand, a campus that is committed to developing curriculum and teaching, a campus that provides courses to improve skills, a campus that has a good library collection, good relations with lecturers and staff academic performance, as well as satisfaction because academic experience influences current careers (Turan & Tunc, 2015). Alumni satisfaction will increase alumni involvement in the form of support and/or participation in university or faculty events. Various studies explain that high alumni satisfaction will increase alumni support for their alma mater (Raheja & Khatri, 2018). However, other surveys show that sometimes alumni are less motivated to engage with their alma mater or are apathetic around them (Wastyn, 2009). Alumni satisfaction arises from the academic system during studies, which encourages alumni involvement, according to Lazibat, Bakovi, and Duevi (2014). With the development of satisfaction during studies due to the close relationship with the campus environment, such as fellow students, management staff, and lecturers, eventually high alumni satisfaction forms. The question that often arises in increasing alumni satisfaction is whether alumni satisfaction is built from academic relationships or non-academic relationships. The results of the study by Lazibat et al. (2014) found that academic and non-academic relations have a dominant influence on increasing alumni involvement, such as a curriculum that supports future careers and future career success, satisfaction with a current job, satisfaction with having an income, satisfaction with study program achievements, a good campus reputation, and current campus progress. Furthermore, it was explained that the higher the alumni's satisfaction with the academic system and involvement during studies, the more likely they are to give to and participate in campus activities. Alumni who are satisfied with their educational experience or feel a positive emotional attachment to the institution will be more likely to contribute to it (Radcliffe, 2011).

RESEARCH METHODOLOGY

Research Design

The type of research used is descriptive research with a quantitative approach. According to Ghazali (2016), the descriptive method is used to provide an overview or description



of data based on the average value. This research is a quantitative approach whose analysis mostly uses statistical analysis. Quantitative data was obtained by the author from the results of a questionnaire given to respondents. The data used in this study was cross-sectional, meaning that information was only collected once, even though it might be done over a certain period, so it is often known as a one-shot (Sekaran & Bougie, 2013). One shot of this research at a certain time in October–April 2022 the unit of analysis to be addressed is individuals, namely each graduate of the Master of Management study program at the Faculty of Economics and Business at Trisakti University in 2020–2021.

Population and Sample

The population used is made up of alumni of the MM FEB Usakti Study Program in 2020–2021. The sampling technique used in this study was simple random sampling using a questionnaire as the main tool for data collection.

Data Analysis Techniques

Data collection techniques were used to obtain information and data in this study using primary data from questionnaires sent directly to respondents or sent via the Internet. The instrument used is in the form of questions that are grouped into several sections, namely: alumni profiles, alumni opinions, study program competencies, and study program learning achievements. The descriptive statistics method with SPSS software was utilized to analyze the research data.

RESULT AND DISCUSSION

Profile Information and Educational History of Alumni in The Field of Work

There will be 261 graduates of the MM FEB Usakti Study Program in 2020–2021. Not all graduates filled out the tracer study completely so the data was complete and could be processed for as many as 201 respondents. Based on gender, there are 51.1% males and 48.3% females. The year of birth of 2020 graduates is dominated by 1990 (56.71%). As many as 70.6% of alumni study at private universities before continuing their Masters, and 56.72% of the majors taken before the Masters are from non-FEB universities. Respondent data shows that all 2020 graduates have worked before continuing their studies, and as many as 89.6% stated that the majors taken are under the field of work. In the results of a tracer study on the learning experience of alumni from the teaching and learning aspect, respondents assessed from very bad to very good. For all the statements submitted, the respondents gave a value of more than 80% for very good points and more than 50% for good points.

The search results for the field of work related to the waiting time for graduates to get a job and the suitability of the field of work for graduates show that: 1) All graduates of the

MM FEB Usakti Study Program for the 2020–2021 academic year have worked before continuing their studies, and as many as 89.6% stated that the major taken is under the field of work. 2). Employment status within 12 months after graduation (including permanent, contract, and self-employed) is a full-time job according to the major studied at Trisakti University by 90%. 3). Most of the work occupied is as an employee (55%). 4). The waiting period for most alumni to get their first job is less than 6 months and as much as 100%. 5). Companies, agencies, and institutions that have been recruited to work (including their own companies) since graduating from university have an average of one. 6). The nature of the work varied, with up to 40% working in national private companies, 32% working in multinational private companies, and 57% working in government agencies and state-owned enterprises.

Information About the Learning Experience of Alumni (Aspects of Teaching and Learning and Learning Facilities in The MM FEB Usakti Study Program)

The alumni's assessment of the learning experience is seen from the alumni's perception of two main aspects, namely teaching and learning, and facilities as a whole. In the aspect of teaching and learning for alumni and learning facilities, information was obtained based on statements submitted to alumni and measured using a Likert scale of 1 to 5 (1 = strongly disagree, up to 5 = strongly agree). The results of the descriptive statistical tests seen based on the mean values listed in Table 1 on the teaching and learning experience while being students of the MM FEB Usakti Study Program are as follows: The average alumni think that academic guidance is received very well. As long as they are students, they can interact with lecturers outside of the class schedule.

Alumni assess that being allowed to participate in research projects as well as the opportunity to become part of a professional scientific network is a very valuable experience. In general, the alumni stated that as long as they were MM FEB Usakti Study Program students, they had experienced a satisfying teaching and learning process. Alumni's learning experience outside of teaching and learning process activities obtained from activities during studies such as boot camps, which are held routinely twice a year, industrial visits, and student organization activities can equip alumni for the world of work. Alumni also provide input to further improve career development and guidance, including through collaboration or building partners from other companies to start recruiting graduates of the MM FEB Usakti Study Program so that graduates will find it easier to find work.

Table 1. Alumni's Learning Experience in Terms of Teaching and Learning Aspects

	Mean	Std. Deviation
Possibility to interact with lecturers outside of class schedule	4.57	0.675
Academic mentoring	4.62	0.646
Opportunity to participate in research projects	4.51	0.673
General conditions of teaching and learning	4.44	0.663
Possibility of joining and participating in professional scientific networks	4.41	0.635



In terms of the alumni's opinion of the available facilities, based on the mean values listed in Table 2, the average alumni think that MM FEB Usakti Study Program offers a variety of courses according to the wishes and needs of students. The available Information and Communication Technology are considered by the alumni to be good, as are the facilities for lecture halls, discussion rooms, libraries, and toilets. The MM

FEB Usakti Study Program also provides health service facilities, student organization activity centers, and recreational and sports rooms, which are considered good. According to the alumni, the achievement value of all aspects of the available facilities is in a good category. This shows that alumni get adequate facilities and convenience in administrative services and teaching and learning processes.

Table 2. Information about Alumni's Learning Experiences in Terms of Learning Facilities

	Mean	Std. Deviation
Library	4.56	0.607
Information and communication technology	4.61	0.678
Study room	4.66	0.628
Variety of courses offered	4.68	0.508
Canteen	4.48	0.633
Student activity center and facilities, student organizations, recreation, and sports halls	4.61	0.671
Health care facilities	4.61	0.632
Discussion Room	4.60	0.633
Toilet	4.52	0.701

Education's Contribution to Current Work

Based on the mean value listed in Table 3, it is stated that the alumni of the MM FEB Usakti Study Program have proven their ability in the world of work they are currently involved in, with a satisfactory category for the ability to analyze problems in work and the ability to solve problems by providing

brilliant ideas. The superiority of alumni can also be seen in their ability to work independently, think critically, and work under high pressure. The diversity of cultural backgrounds within the company does not dampen the alumni's ability to work together and adapt to others in various work environments.

Table 3. Contribution of Education to Current Employment

	Mean	Std. Deviation
Work under pressure	4.752	0.542
Work in a team or collaborate with others	4.731	0.558
Ability to solve problems	4.727	0.578
time management	4.709	0.615
Research skills	4.702	0.556
Ability to communicate	4.695	0.559
negotiation	4.684	0.575
Analytical ability	4.674	0.631
English	4.660	0.589
Critical thinking	4.656	0.601
Work independently	4.635	0.564
Tolerance	4.592	0.632
initiative	4.562	0.589
Leadership	4.552	0.706
Ability to hold responsibility	4.537	0.656
Work with people from different cultures and backgrounds.	4.498	0.567
Work under pressure	4.463	0.663

CONCLUSION

Several inferences were formed based on the tracer study data, as follows: a) the achievements of MM FEB graduates Trisakti University had 261 students in 2020-2021, and all graduates in 2020 had jobs before finishing their education, with graduates reporting that the majors they chose were related to their field of work. MM FEB Usakti Study Program has helped students with facilities, ease of teaching and studying, and administrative services. Alumni of the MM FEB Usakti Study

Program can demonstrate their capacity to assess issues at work and propose solutions to any challenges that emerge. Another advantage is that alumni can operate independently under high pressure. The findings of this tracer study can be utilized to evaluate and improve the leadership of MM FEB Usakti Study Program in terms of graduate profiles and the soft and hard skills that graduates must possess to be highly competitive in the job market.



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