

RINGKASAN

Program Bantuan Biaya Pendidikan Mahasiswa Miskin (Bidikmisi) di Universitas Jenderal Soedirman dinyatakan berhasil dilihat dari salah satu tujuan program yang telah tercapai yaitu meningkatkan motivasi belajar mahasiswa. Namun demikian keberhasilan program tidak hanya dilihat dari pencapaian tujuannya saja melainkan dari beberapa dimensi. Maka dari itu, tujuan penelitian ini adalah untuk mengukur keberhasilan Program Bidikmisi melalui beberapa dimensi seperti ketepatan sasaran, ketepatan sosialisasi, ketepatan pemantauan dan ketepatan tujuan. Selain itu penelitian ini juga bermaksud untuk menguji pengaruh kejelasan program, kemampuan pelaksana dan respon kelompok sasaran secara partial maupun serentak terhadap keberhasilan program bidikmisi.

Penelitian ini berlokasi di Universitas Jenderal Soedirman dengan 96 mahasiswa Bidikmisi sebagai responden penelitian. Penelitian ini adalah penelitian deduktif dimana akan dilakukan pengujian teori berupa tiga variable indenpent yaitu Kejelasan Program (X_1), Kemampuan Pelaksana (X_2) dan Respon Kelompok Sasaran (X_3) terhadap Keberhasilan Program Bidikmisi (Y). Teknik pengambilan sample yang digunakan adalah *stratified proportionate insidental sampling*. Teknik analisis data yang digunakan adalah statistika deskriptif dan inferensial. Statistik deskriptif terdiri dari distribusi frekuensi, korelasi product moment, korelasi partial dan korelasi ganda. Sedangkan statistik inferensial terdiri dari regresi linier sedehana dan regresi linier ganda.

Hasil penelitian menunjukkan bahwa keberhasilan program Bidikmisi di Universitas Jenderal Soedirman ada pada kategori tinggi dengan dimensi keberhasilan tertinggi ada pada ketepatan sosialisasi dan dimensi keberhasilan terendah ada pada ketepatan pemantauan. Dari hasil hitung statistik diketahui bahwa terdapat pengaruh positif dan signifikan baik secara partial maupun simultan antara Kejelasan Program (X_1), Kemampuan Pelaksana (X_2) dan Respon Kelompok Sasaran (X_3) terhadap Keberhasilan Program Bidikmisi di Universitas Jenderal Soedirman (Y). Dengan demikian hipotesis dalam penelitian ini diterima.

Kata kunci : keberhasilan program, program bantuan biaya pendidikan mahasiswa miskin, bidikmisi

SUMMARY

Scholarship Program for Low-income-family Student (Bidikmisi) in Jenderal Soedirman University is declared to be successful that has been seen from the achievement of one goal which is to improve student learning motivation. However, the program's success is not only seen from the achievement of its goals, but also from several dimensions. Therefore, the purpose of this study was to measure the effectiveness of the Bidikmisi Program through several dimensions such as target group accuracy, socialization accuracy, goals accuracy and monitoring accuracy. In addition this study also intends to examine the effect of program clarity, implementer's ability and target group response partially or simultaneously to the effectiveness of the Bidikmisi program.

The research location is in Jenderal Soedirman University with 96 Bidikmisi students as respondents. This research is deductive research which will test the theory with three independent variables, those are Program Clarity (X1), Implementer's Ability (X2) and Target Group Response (X3) to The Effectiveness of the Bidikmisi Program (Y). Technique of sampling used is stratified proportionate incidental sampling. Data analysis technique used are descriptive and inferential statistics. Statistics descriptive consist of frequency distribution, pearson coefficient correlation, partial correlation and simultaneous multiple correlation. Inferential Statistics consist of simple linear regression and simultaneous multiple regression.

The results of this research showed that the effectiveness of the Bidikmisi program in Jenderal Soedirman University is in high category with the highest dimension is socialization accuracy and the lowest dimension is on monitoring accuracy. From the results of the statistical count is known that there are positive and significant effect both partially and simultaneously between Program Clarity (X1), Implementer's Ability (X2) and Target Group Response (X3) to the effectiveness of Bidikmisi program in Jenderal Soedirman University (Y). Thus the hypothesis in this study are received.

Keyword : program effectiveness, scholarship program for university student, bidikmisi