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## DAFTAR ISTILAH

**Chi – Square Statistic ( $X^2$ )** ukuran fundamental dari *overall fit*, nilai *chi – square* yang tinggi relative terhadap *degree of freedom* menunjukkan bahwa matrik kovarian atau korelasi yang diobservasi dengan yang diprediksi berbeda secara nyata yang menghasilkan probabilitas (p) lebih kecil dari tingkat *signifikansi* ( $\alpha$ ). Sebaliknya nilai *chi – square* yang kecil akan menghasilkan nilai probabilitas (p) yang lebih besar dari tingkat *signifikansi* ( $\alpha$ ), hal ini menunjukkan bahwa input matrik kovarian antara prediksi dengan observasi sesungguhnya tidak berbeda secara signifikan.

**Comparative Fit Index (CFI)**, CFI merupakan *incremental fit measures* membandingkan proposed model dengan *baseline* model atau *null model*, jika mendekati 1 menunjukkan tingkat fit yang paling tinggi dan nilai CFI yang direkomendasikan adalah  $\geq 0,90$ .

**Confirmatory Factor Analysis (CFA)** model pengukuran CFA dari program AMOS digunakan untuk menguji hipotesis yang diajukan, mengkonfirmasi atau mengukur kecepatan model serta menjelaskan bahwa variabel laten tersebut merupakan unidimensionality dari beberapa indikator yang paling dominan memiliki kesamaan dalam membentuk satu variabel laten.

**Direct Effect** pengaruh langsung merupakan nilai variabel terikat yang variasinya secara langsung disebabkan oleh variasi variabel bebasnya yang dapat dilihat dari harga-harga pengaruh langsung yang distandardisasikan.

**Expected Cross Validation Index (ECVI)**, ECVI merupakan uji kesesuaian atau fit indeks untuk mengukur tingkat kesesuaian *covariance matrix* sampel yang dianalisis dengan *covariance matrix* yang diharapkan diperoleh dari sampel yang sama, apabila ECVI default lebih kecil dari ECVI saturated model menunjukkan bahwa model penelitian yang digunakan dapat direplikasi untuk penelitian lainnya.

**Goodness of Fit Model** ukuran kesesuaian input observasi atau sesungguhnya dengan prediksi dari model yang diajukan, dan evaluasi *goodness of fit* dilakukan dengan menggunakan beberapa kriteria penilaian model fit.

**Goodness of Fit Index (GFI)** merupakan ukuran non statistik yang nilainya berkisar dari 0 sampai 1 dan nilai yang melebihi 0,90 menunjukkan model yang baik (Joreskog dan Sorborn, 1996).

**Hard Competency** merupakan jenis kompetensi yang berkaitan dengan seluk beluk teknis dari pekerjaan yang ditekuni.



**Indirect Effect** pengaruh tidak langsung merupakan pengaruh yang muncul melalui sebuah variabel antara yang dapat dilihat dari harga – harga pengaruh tidak langsung yang distandardisasikan.

**Intellectual Capital** merupakan materi intelektual yang telah diformulasi, ditangkap dan dimanfaatkan untuk memproduksi aset yang nilainya lebih tinggi, hal ini dapat ditunjukkan melalui komitmen dan kompetensi dari pekerja dalam melakukan pekerjaannya.

**Kapabilitas Dinamis** merupakan kemampuan organisasi untuk mengintegrasikan, membangun dan merancang kembali kompetensi internal dan eksternal untuk menghadapi perubahan lingkungan yang cepat.

**Kepuasan Mahasiswa** tingkat perasaan mahasiswa setelah membandingkan kinerja yang dirasakan dengan harapannya.

**Keunggulan Kompetitif** merupakan kemampuan suatu organisasi untuk memberikan nilai lebih dibanding pesaingnya. Nilai lebih ini dapat berupa biaya yang lebih rendah dengan manfaat serupa yang ditawarkan pesaing atau manfaat yang jauh lebih tinggi dengan biaya yang lebih tinggi atau hibrida keduanya.

**Komitmen Karyawan** merupakan tingkat keterlibatan dan dedikasi karyawan terhadap organisasi.

**Komitmen Mahasiswa** merupakan keinginan abadi mahasiswa untuk memelihara nilai keberlangsungan hubungan dengan perguruan tinggi.

**Kompetensi Organisasional** merupakan sumber daya dan kapabilitas organisasi untuk menggunakan, mengembangkan dan mengimplementasikan strategi peningkatan nilai, sehingga organisasi dapat mencapai keunggulan kompetitif.

**Kompetensi Karyawan** merupakan kombinasi dari ketrampilan (*skill*), pengetahuan (*knowledge*) dan atribut personal yang dimiliki karyawan dalam melakukan pekerjaannya.

**Komunikasi Word of Mouth** merupakan komunikasi interpersonal mahasiswa kepada pihak lain tentang jasa yang diterima dari perguruan tinggi.

**Kualitas** merupakan suatu kondisi dinamis yang berhubungan dengan politik, jasa, manusia, proses dan lingkungan yang memenuhi atau melebihi harapannya.

**Kualitas Pelayanan** merupakan persepsi mahasiswa tentang kinerja pelayanan yang diterima mahasiswa selama kuliah di perguruan tinggi tersebut.

**Loyalitas Pelanggan**, Pelanggan yang setia, dalam hal ini pelanggan tidak hanya membeli ulang suatu barang dan jasa, tetapi juga mempunyai komitmen dan sikap yang positif terhadap perusahaan.

**Moment of Truth** merupakan suatu saat terjadinya interaksi antara pelanggan dengan organisasi jasa yang dapat digunakan sebagai dasar untuk meningkatkan kualitas pelayanan dan kepuasan pelanggan.

**Relationship Marketing** sebagai upaya untuk mengembangkan relasi berkelanjutan atau hubungan jangka panjang dengan pelanggan dalam kaitannya dengan produk dan jasa yang dihasilkan.

**Reliabilitas** sejauh mana hasil suatu pengukuran dapat dipercaya.

**Resources Based View Theory** merupakan suatu konsep yang memandang organisasi sebagai kumpulan aset – aset fisik, non fisik dan kemampuan organisasi yang sangat berbeda dengan organisasi lain. Tidak ada dua organisasi yang sama dalam memiliki aset, kemampuan dan kultur sekaligus. Aset, kemampuan dan kultur yang dimiliki organisasi akan menentukan bagaimana organisasi melakukan aktivitas fungsional secara efektif dan efisien. Suatu organisasi dianggap sukses apabila suatu organisasi memiliki sumberdaya terbaik dan sesuai dengan bisnis dan strateginya dalam menciptakan nilai (Barney, 1991).

**Root Mean Square Error Approximation (RMSEA)** menunjukkan goodness of fit yang dapat diharapkan bila model diestimasi dalam populasi. Nilai RMSEA yang lebih kecil atau sama dengan 0,08 merupakan index untuk dapat diterimanya model yang menunjukkan sebuah *close fit* dari model itu berdasarkan *degrees of freedom*.

**Service Encounter** merupakan penyampaian jasa yang dilakukan pada saat terjadi interaksi antara karyawan dengan pelanggan.

**Soft Competence** merupakan jenis kompetensi yang berkaitan erat dengan kemampuan untuk mengelola proses pekerjaan hubungan antar manusia serta membangun interaksi dengan orang lain, misal : *leadership, communication* dan *interpersonal relation*.

**Stakeholders** pihak – pihak yang mempunyai kepentingan terhadap perusahaan.

**Structural Equation Modeling (SEM)** merupakan gabungan dari dua metode statistik yang terpisah yaitu analisis faktor yang dikembangkan dalam ilmu psikologi dan psikometri serta model persamaan simultan yang dikembangkan dalam ekonometrika.

**Total Effect** merupakan pengaruh dari berbagai hubungan atau jumlah dari pengaruh langsung dan tidak langsung yang dapat dilihat dari harga – harga pengaruh total yang distandardisasikan.

**Trust Mahasiswa** merupakan tingkat kepercayaan mahasiswa terhadap perguruan tinggi.

**Tucker – Lewis Index (TLI)** merupakan alat untuk mengevaluasi analisis faktor yang dikembangkan untuk menganalisis SEM. Ukuran ini menggabungkan ukuran parsimony kedalam indeks komparasi antara *proposed* model dan *null* model, dan nilai TLI berkisar dari 0 sampai 1.

**Validitas** merupakan sejauhmana suatu alat pengukur dapat digunakan untuk mengukur apa yang ingin diukur.