

The Satisfaction Analysis of Professional Placement Partners on The Performance of University Students

Busriadi¹, Muhammad Zaki², Lina Ade Chusmita³, Ansori Hidayat⁴,

^{1,2,3}Islamic Economics Department, Institut Agama Islam Yasni Bungo, Jambi, Indonesia

⁴Islamic Broadcasting Communication Department, Institut Agama Islam Yasni Bungo, Jambi, Indonesia

Email: bbsriadi@gmail.com¹, mdzakiismail@gmail.com², linaadechusmita@gmail.com³, andrejulie2@gmail.com⁴

DOI: <http://doi.org/10.33650/al-tanzim.v6i4.3862>

Received: 15 April 2022; Received in Revised Form 25 June 2022, Accepted: 16 July 2022, Available online: 12 September 2022

Abstract:

This study aims to see how the satisfaction of fieldwork practice partners (PKL) on student performance. The research method used is a combination of sequential explanatory models or designs, wherein the first stage of the research was carried out by quantitative methods and the second stage by qualitative methods. The instruments analyzed are aspects of the quality of activities, aspects of Human Resource Competence (HR), and aspects of activity productivity. The results of the three aspects that have been analyzed received excellent and positive responses. For this reason, it can be said that the instruments used in this study were appropriate. It can be proven that the quality of activity quality (KMK) received a good and positive response of as much as 68%. In addition, the satisfaction of partner companies with the Productivity of PKL activities has a positive relationship of 62.5%. Meanwhile, the satisfaction of partner companies concerning Human Resource Competence (KSDM) also has an excellent positive relationship of 68.8%. Efforts to maintain and improve student performance and partner satisfaction are tangible manifestations of creating better student performance.

Keywords: *Satisfaction, Partners, Field Work Practice, Student Performance*

Abstrak:

Penelitian ini bertujuan untuk melihat bagaimana kepuasan mitra praktik kerja lapangan (PKL) terhadap kinerja mahasiswa. Metode penelitian yang digunakan merupakan kombinasi model atau desain sequential explanatory, di mana pada tahap pertama penelitian dilakukan dengan metode kuantitatif dan pada tahap ke dua dilakukan dengan metode kualitatif. Adapun instrumen yang dianalisis adalah aspek kualitas mutu kegiatan, aspek Kompetensi Sumber Daya Manusia (SDM) dan aspek produktifitas kegiatan. Hasil dari ketiga aspek yang telah dianalisis mendapat respon baik dan positif. Untuk itu, dapat dikatakan bahwa instrumen yang digunakan dalam penelitian ini telah sesuai. Hal ini dapat dibuktikan bahwa kualitas mutu kegiatan (KMK) mendapat respon baik dan positif sebanyak 68%. Selain itu, kepuasan perusahaan mitra terhadap Produktivitas Kegiatan PKL mempunyai hubungan yang positif sebesar 62,5 %. Sedangkan kepuasan Perusahaan mitra terhadap Kompetensi Sumber Daya Manusia (KSDM) juga mempunyai hubungan positif baik sebesar 68,8 %. Usaha mempertahankan dan meningkatkan kinerja mahasiswa dan kepuasan mitra merupakan sebuah wujud nyata untuk menciptakan kinerja mahasiswa yang lebih baik.

Kata Kunci: *Kepuasan, Mitra, Praktek Kerja Lapangan, Kinerja Mahasiswa*

Please cite this article in APA style as:

Busriadi, B., Zaki, M., Chusmita, L. A., & Hidayat, A. (2022). The Satisfaction Analysis of Professional Placement Partners on The Performance of University Students. *Al-Tanzim: Jurnal Manajemen Pendidikan Islam*, 6(4), 1064-1078.

INTRODUCTION

Professional Placement activities as a link and match program between universities and institutions in the industry are an effort to create Human Resources (HR). They are highly competent and able to contribute to the business world. HR is a fundamental component and has become dominant in all management activities, both on a large and small scale (Novita, 2017). So that the internship/professional placement can meet the needs of human resources in line with the times.

The Minister of Education and Culture of Republic Indonesia released the "Merdeka Belajar: Kampus Merdeka" (MBKM) Policy to support an optimal and relevant learning process, one of which is the implementation of internships/professional placement. The internship/professional placement is aimed at producing students who can graduate with high skills and are ready to enter the workforce so that students can compete in the global era.

Students need to be able to adapt to the changes in social, cultural, and technological progress that increase, including changes in the business world. Preparation of students to face the changes is done through increasing competencies so that students' abilities are to the needs of a dynamic era. In addition to linking and matching between students and the industrial world and the business world, students are required to be able to keep up with the changes in the future that moves quickly. So universities as learning providers for students must plan and implement innovative learning processes to encourage students to achieve learning achievement indicators consisting of aspects of attitudes, knowledge, and skills optimally and relevant to the conditions that occur (Kemendikbud, 2020).

Students' experience in the industrial world or the professional world during the lecture period is considered minimal, so they are not ready to work when they graduate from college. The internship/professional placement program carried out by students in a company/institution is an opportunity for students to gain experience in the real business world situation. Implementing this program is a bridge between universities and industry players.

Based on the 2020 Islamic Institute Yasni Bungo's academic guidebook, field work practice is one of the subjects that must be followed by 7th-semester students who have taken 110 credits in the study programs of Islamic Economics Sharia Banking and Islamic Communication and Broadcasting. Students are allowed to submit their proposals. The head of the study program has determined the location of PKL partner companies. Meanwhile, the implementation will be readjusted to the chosen concentration, divided into Sharia Economics, Sharia Banking, and Islamic Communication and Broadcasting (Yasni, 2020).

This program of activities provides sufficient experience for students to learn directly in the business world (experiential learning) for a certain period. Students will gain competencies in the form of hard skills (complex problem

solving, skills, analytical skills, etc.) and soft skills (communication, professional/work ethics, teamwork, etc.) during the internship/professional placement (National Committee on Economics and Finance Sharia, 2021).

The internship program implementation in 2021 at Islamic Institute Yasni Bungo is carried out at Sharia bank financial institutions and non-Sharia bank institutions as well as in government institutions located in Bungo Regency for 45 working days. Following the guidelines for implementing Internships /Professional Placement in Sharia Economics and Finance Sector in Supporting Free Learning: Merdeka Campus (National Committee for Sharia Economics and Finance (KNEKS), the standard has not yet been set. But this is understandable because, at the time of implementation, The Professional Placement Program is still in the period of the Covid-19 pandemic.

The collaboration between the two parties, IAI Yasni Bungo and the Partners companies, implies the existence of assessments in implementing the program. One of the things that I want to know about this collaboration is partner satisfaction in implementing Professional Placement in the Odd semester of 2021/2022, especially partner satisfaction with the performance of Professional Placement Program student of IAI Yasni Bungo.

This is considered very important to know considering that one of the goals of higher education by Law no. 12 of 2012, Article 4, in addition to developing innovative, responsive, creative, skilled, competitive, and cooperative academics through the implementation of the Tridharma, also maximizing the development of student potential to become human beings who believe and fear of the God Almighty and have noble character. Healthy, knowledgeable, capable, creative, independent, skilled, competent, and cultured for the benefit of the nation.

The concept of satisfaction is the primary outcome of marketing activities and functions to link the peak processes of purchase and consumption with post-purchase phenomena (Smith, 2020). Customer satisfaction is a crucial concept in both theory and marketing practice and the central point for all activities (Busriadi, 2020). Customer satisfaction is the level of product performance that is considered by the buyer's expectations. Meanwhile, customer satisfaction is a feeling of pleasure or disappointment that a person gets from comparing the perceived performance of the product with their expectations (González-Morales et al., 2020; Mainardes et al., 2020).

While the term performance comes from the word job performance or actual performance (Mohamed & Yusoff, 2021; Alqudah et al., 2022). Performance is "the execution of the functions required of one," where someone carries out a function (Votto et al., 2021). Furthermore, John Whitmore added, Real performance is going beyond what is expected; it is setting one's own highest standards, invariably standards that surpass what others demand or expect. It is, of course, an expression of one's potential. This comes closer to the second meaning of performance as defined by my dictionary: "a deed, a feat, a public exhibition of skill" (Whitmore, 2009).

Analyzing the effects of relationship management practices on customer satisfaction and firm performance in business relationships shows how these

practices positively impact customer satisfaction and organizational performance (Coletta et al., 2020). The term job satisfaction refers to the general attitude of an individual toward the work he does (Ristanti & Dihan, 2017).

Sutrisno said that two factors affect performance or work achievement, namely individual characteristics and environmental factors: Individual Factors and Environmental Factors (Sutrisno, 2016). These two factors are interrelated and form a unity within a person, in this case, employees or students in professional placement. The form of an individual's business will be directly influenced by the environment in which he works. Likewise, the domain will be formed depending on how the individual responds to the symptoms in the background. Job performance refers to the record of results when employees have practiced the work for a certain period (Lawler, 1976) and are defined as the quality and quantity achieved by individuals or groups after completing a specific task (Kalia & Bhardwaj, 2019)

An employee's performance is closely related to the competence or expertise possessed in a particular field. These skills are in the form of technical mastery in the area of work (hard skills) as well as abilities in terms of self-motivation, communication skills, initiative, and collaboration (soft skills) (Nuryana, 2016).

The performance referred to in this study is the performance of students who fall into the human resource competence aspects category, namely the work achievement carried out by students in carrying out Professional Placement (PKL). More specifically, student performance is defined as the quantity and quality of work completed by students by the applicable Professional Placement Program implementation rules. Ability and skills influence performance satisfaction (Nemțeanu et al., 2022).

From some of the opinions above, it can be concluded that the customer, in this case, is an agency or company that is a partner of the Professional Placement Program, Relationships between partners/organizations involve organizational values and exchange of information, being a balance of power or even the same level of specific attributes can help this process in which all Professional Placement Program partners will get satisfaction (Anzilago & Beuren, 2022). The Professional Placement Program provides services that include three aspects: the activities' quality and staff responses. Partners on the cooperation of street vendors, the process of collaboration, assistance; aspects of Human Resources Competence (HR) Knowledge, skills, Attitude; Aspects of the productivity of cooperative activities include cooperative partners benefiting, suitable partners receiving activity reports and the sustainability aspect of collaborative activities consisting of statements that are returning to activities in the future. With the satisfaction of the services the Professional Placement Program provides, it is expected to optimize student performance so that students are trained to master competencies as prospective professional workers.

RESEARCH METHODS

This research method is mixed. The mixed research method is a research method that combines or combines quantitative methods and qualitative methods to be used together in research activity in order to obtain more comprehensive, valid, reliable, and objective data (Creswell, 2012).

The combination research method model or sequential explanatory design is a combination research method that combines quantitative and qualitative research methods sequentially, wherein the first stage of the research is carried out with quantitative methods, and the second stage is carried out with qualitative methods. Qualitative methods play a role in obtaining measurable quantitative data that can be descriptive, comparative, and associative, while quantitative methods play a role in proving, deepening, expanding, weakening, and aborting quantitative data that has been obtained (Sugiyono, 2013).

This research was carried out at the Professional Placement Program partners; there were 13 areas, including one partner in Pelepat Ilir district, two in Bungo Regency, and 12 in Bungo City. The population is the whole symptom/unit to be studied (Sugiyono, 2013). The population in the study amounted to 16 partner locations. At the same time, the sample is part of the number and characteristics possessed by the population. This research uses the saturated sampling method, namely, the sample as a whole according to the total population. This is because the population is too small, with less than 30 respondents. The sample in the study amounted to 16 partner locations.

Furthermore, data collection techniques were carried out in this study, namely by using questionnaires or questionnaires and interviews and observations supported by documentation. The instrument that will be measured is the satisfaction of cooperation partners in as many as 3 (three) aspects, namely: (1) the quality aspects of activities, including; a) partner staff responses to Professional Placement Program cooperation, b) cooperation process, c) mentoring; (2) aspects of Human Resources Competence (HR) Knowledge, Skills, Attitude; (3) The productivity of cooperation activities aspects include: a) cooperative partners benefit, b) cooperation partners receive activity reports and the sustainability aspect of cooperative activities consisted of statements, namely returning to activities in the future.

The measurement of partner satisfaction surveys on the performance of street vendors will be measured using a Likert scale of 1-4. Where one is Poor, two is fair, three is good, and four is excellent. The data obtained from the research results will be analyzed using Single Table Analysis, which divides the research variables into categories based on frequency. A single Table is the first step in analyzing data consisting of columns, namely several frequencies and percentages for each category (Singarimbun, 2015). The data analysis technique that the researcher will do is compiling and sorting the data to be obtained by dividing the research variables into several frequencies and percentages to then be analyzed and interpreted by explaining the data that has been obtained clearly in sentences detailed. Taking the value per question item can be

calculated using the percentage formula.

Before the researcher performs the steps in analyzing the data, the researcher conducts a pilot test of the questionnaire that will be distributed to the actual respondents. This pilot test was carried out to know the accuracy of the language and statement items used to retrieve data. The researchers used a pilot test of 30% of the respondents, namely five people. This pilot test only tested the reliability and validity of the questionnaire. After determining the DF value, the R table value that can be compared with the calculated R is 0.8983.

The total number of items that can be included as statements or questions in the questionnaire will be distributed to respondents is 19 out of 39 statement items on the questionnaire. The reliability test results can be concluded that the Cronbach's Alpha value has met the requirements, which is 0.962, which is greater than 0.60. This means that the questions in the questionnaire are real (valid). As for the tested data, it is 100% valid; this is because there are no items or error respondents when taking the pilot test. Besides using data analysis with a quantitative approach, this research also uses triangulation techniques. The triangulation technique in testing credibility is defined as checking data from various sources in various ways and at various times. Thus there is a triangulation of sources, data collection techniques, and time.

RESULTS AND DISCUSSION

In detail about how the results of interviews with several partners' satisfaction with the internship/professional placement program of IAI Yasni in 2021 can be studied in the following sub:

Based on the results of an interview with Bank Muamalat supervisor, Mr. Lantip widodo stated, "The internship/professional placement program held by Yasni Bungo Islamic Institute has been carried out well; we as the bank are satisfied with the existence of Professional Placement students who have much helped the work in the bank, and we Satisfied with the performance of PKL students from Yasni Bungo Islamic Institute of Religion. Moreover, hope that this program will continue to be implemented and can be improved to be even better in the future."

This statement is also reinforced by the results of an interview with the Chairman of BAZNAZ Tebo, who stated that: "The collaboration between Yasni Bungo Islamic Institute and the BAZNAS institution through the Professional Placement Program has been well implemented, the students who carry out Professional Placement Program here are beneficial, much work has been carried out because of the help from students and we are delighted with the performance carried out by the students."

Based on the interview statement, it can be concluded that the Quality of the Internship/Professional Placement Program Has a Good Influence on the Satisfaction of Partner Companies. In addition to knowing the quality of this research activity, it also wants to see how the productivity of the Professional Placement Program is organized based on the field findings and the interviews' results. Based on an interview with the Head of the Religious Affairs Office of

Bungo Regency, he stated, "IAI Yasni Bungo students who are running the Professional Placement Program can interact well with employees and co-workers and are always ready to accept the work we provide. When doing work that is not understood, they always try to find a solution with the employees. They can do the job well."

This statement is also reinforced by the results of an interview with Notary Nurferi Wati stating, "IAI student Yasni Bungo runs Professional Placement Program well, as long as Professional Placement Program takes place while working until now there are no students who violate the operational standards that apply to our office, they also have adequate competence to help with the work here."

Based on several interviews, it can be concluded that the overall Productivity of the Internship/Professional Placement Program of the Faculty of Economics and Islamic Business and the Faculty of Da'wah Gives Good Effects on the Satisfaction of Partner Companies. Based on the implementation and results of research on the satisfaction of the IAI Yasni Professional Placement Program partners in 2021, the Faculty of Economics and Sharia Business (FEBS) and the Faculty of Islamic Communication and Broadcasting (KPI), the problems found include the following:

The level of student discipline still needs more attention. Because there are still some students who are not disciplined during the Professional Placement Program, such as arriving late and not attending the Covid-19 Outbreak Professional Placement Program activities at several partner institutions are constrained, so the internship/professional placement program that is run by students, especially students of the Faculty of Communications and Islamic Broadcasting (KPI) in The DPRD institution cannot be run optimally because the work program does not coincide with the time of the Professional Placement Program activities. There are internal problems in several institutions where the Professional Placement Program is located so that the programs designed by Professional Placement Program students and the village cannot be adequately implemented. Especially partners with BUMDUS institutions. As happened at the BUMDUS Purwobakti location, which at the time had not been running effectively, it impacted student street vendors' activities. There are several policy changes in the internal partner companies, so the knowledge gained by the internship/professional placement program students is not optimal, such as the findings in the field, especially for BSI Partner Companies conducting mutations.

In addition to using interview techniques, the author also collected research data through online questionnaires; the authors got as many as 15 respondents from three regions, namely Kuamang Kuning, Bungo Kota, and Rimbo Bujang. The results of the data acquisition are as follows:

The Analysis of Research Instrument

In the results of testing the validity of the 19 statement items contained in the questionnaire, there is only one invalid item. Therefore, the item is excluded or will not be tested for the next stage. The item comes from the Quality of

Activity Quality construct with the code (KMK8), namely, Yasni Bungo Institute of Islamic Religion (IAI) and partner institutions/companies jointly Supporting career development through the Professional Placement Program. This is because the result of calculating the R-count is smaller than R_{table} . That is, the R-count of KMK8 is only 0.569, while the R_{table} at an error rate of 5% with a DF of 14 is 0.4973. It can be concluded that the instrument in this study is valid. While the reliability testing results on 16 respondents with 18 statement items in the questionnaire, the results obtained by *Cronbach's Alpha* of 0.945 or greater than 0.8 means that the data can be trusted or the data used is valid.

Partner Company Satisfaction Analysis

The survey analysis of the Professional Placement Program activities held by the Faculty of Islamic Economics and Business and the Faculty of Islamic Da'wah and Information is by calculating the frequency and percentage of answers given to consumers in the questionnaire. Furthermore, the analytical tool or calculation tool used for the data obtained is to use SPSS Version 21.0. In detail, the results of the survey conducted by the Research Team on the Professional Placement Program held by Yasni Bungo Islamic Institute in 2021 can be observed in the following sub-chapters:

Analysis of Partner Company Satisfaction on the Quality of Professional Placement Program Activities of FEBI and KPI Students

The first survey conducted by the research team was to determine the quality of the Professional Placement Program activities carried out by students. The survey results based on the questionnaires provided by the partner companies can be seen in table 2 below:

Table 2: The Survey Results of Partner Company Satisfaction on the Quality of Professional Placement Program Activities of FEBI and KPI Student

		Frequency	Percentage	Cumulative Percentage
KMK 1	Good	11	68 %	68,8
	Excellent	5	31,3 %	100,0
	Total	16	100 %	
KMK 3	Fair	1	6,3 %	6,3
	Good	10	62,5 %	68,8
	Excellent	5	31,3 %	100,0
	Total	16	100 %	
KMK 4	Fair	1	6,3 %	6,3
	Good	6	37,5%	43,8
	Excellent	9	56,3%	100,0
	Total	16	100 %	

Description: KMK = Kualitas Mutu Kegiatan (The Quality of Activity Level)

From the table above, it can be seen that there are only three items left for the Activity Quality construct after testing the validity and reliability of the questionnaire. However, of the three items that received good and excellent responses, more than respondents gave adequate responses to the Quality of

Activities. Therefore, it can be concluded that the quality of the activity has a good influence on the satisfaction of partner companies. In detail, it can be seen in the following figure:

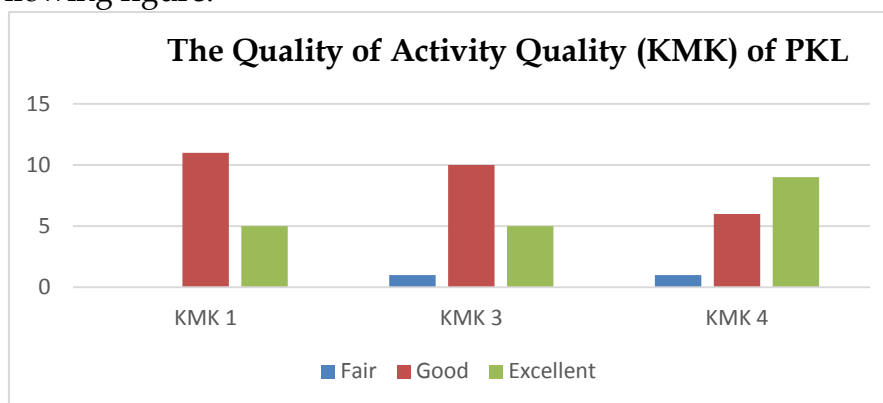


Figure 1: The Survey Results of Partner Company Satisfaction on the Quality of Professional Placement Program Activities of FEBI and KPI Students

From the picture above, it can be concluded that most of the respondents gave an excellent response to the quality of Professional Placement Program activities carried out by FEBI students and KPI. This is because the percentage of the overall responses given by the resource persons shows several good numbers more than very good or sufficient; even for the item KMK_1, no respondents provide sufficient statements on the Quality of Activity Quality. The KMK_1 statement is; Students have good enough knowledge to support work during the Professional Placement Program. The response to this statement was also supported by Mr. Rosidi's statement, which stated that the fields of study and knowledge possessed by students who did street vendors were in line with or in line with existing competencies in the world of work, predominantly Islamic Banking. So, in conclusion, activity quality has a good influence on the satisfaction of partner companies.

The Survey of Partner Company Satisfaction on the Quality of Professional Placement Program Activities of FEBI and KPI Students

The Professional Placement Program Activity Productivity Survey is conducted to determine how far the performance or whether students are active in running the Professional Placement Program at partner companies. This needs to be done because the Productivity of Activities is believed to influence the satisfaction of Partner Companies towards students who are doing street vendors. In addition, the Professional Placement Program Activity Productivity construct is a construct that has the most remaining items after screening data. Furthermore, the results of the survey can be seen in the table below:

Table 3: The Survey Results of Partner Company Satisfaction on the Quality of Professional Placement Program Activities of FEBI and KPI Student

		Frequency	Percentage	Cumulative Percentage
PPKL 1	Good	11	68 %	68,8 %
	Excellent	5	31,3 %	100,0 %
	Total	16	100 %	

PPKL 2	Good	10	62,5 %	62,5 %
	Excellent	6	37,5 %	100,0 %
	Total	16	100 %	
PPKL 3	Good	11	68,8 %	68,8 %
	Excellent	5	31,3 %	100,0 %
	Total	16	100 %	
PPKL 4	Good	9	56,3 %	56,3 %
	Excellent	7	43,8 %	100,0 %
	Total	16	100 %	
PPKL 5	Good	8	50,0 %	50,0 %
	Excellent	8	50,0 %	100,0 %
	Total	16	100 %	
PPKL 6	Fair	1	6,3 %	6,3 %
	Good	8	50,0 %	56,3 %
	Excellent	7	43,8 %	100,0 %
	Total	16	100 %	
PPKL 7	Good	10	62,5 %	62,5 %
	Excellent	6	37,5 %	100,0 %
	Total	16	100 %	
PPKL 8	Good	11	68,8 %	68,8 %
	Excellent	5	31,3 %	100,0 %
	Total	16	100 %	

The table above shows that there is only one item that gets sufficient statements from the respondents, namely the PPKL_6 item; Yasni Bungo Islamic Institute (IAI) always communicates with partner institutions to improve the quality of the street vendors program. Meanwhile, the other items received a good response of more than ten items, while the excellent response given by the respondents to the Productivity of the Professional Placement Program Activities also received an average of more than 5 points. In detail, it can be seen in the following figure:

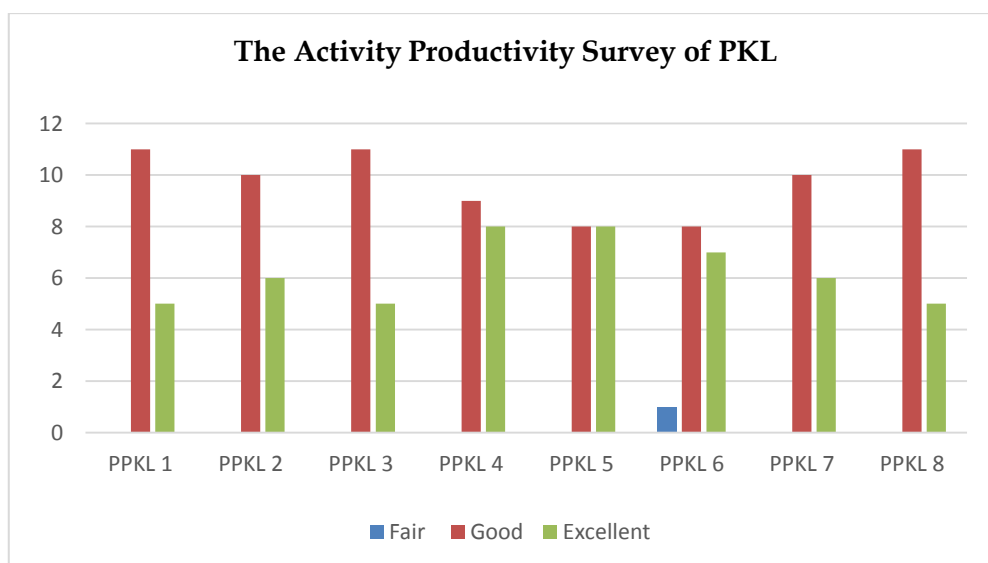


Figure 2: Results of Partner Company Satisfaction Survey on Productivity of FEBI Professional Placement Program Activities and KPI

Partner Company Satisfaction Survey on Human Resource Competency

Human Resource Competence is one of the three constructs analyzed to determine the satisfaction of partner companies with the Professional Placement Program run by students of the Faculty of Economics and Islamic Banking and the Faculty of Islamic Da'wah and Communication. The results of the frequency and percentage analysis can be seen in the following table:

Table 4: Partner Company Satisfaction Survey Results on Human Resource Competency

		Frequency	Percentage	Cumulative Percentage
KSDM 1	Fair	4	25.0 %	25,0 %
	Good	6	37,5 %	62,5 %
	Excellent	6	37,5 %	100 %
	Total	16	100 %	
KSDM 2	Fair	2	12,5 %	12,5 %
	Good	9	56,3 %	68,8 %
	Excellent	5	31,3 %	100 %
	Total	16	100 %	
KSDM 3	Fair	2	12,5 %	12,5 %
	Good	8	50,0 %	62,5 %
	Excellent	6	37,5 %	100 %
	Total	16	100 %	
KSDM 6	Fair	1	6,3 %	6,3 %
	Good	10	62,5 %	68,8 %
	Excellent	5	31,3 %	100 %
	Total	16	100,0%	
KSDM 7	Fair	8	50,0 %	50,0 %
	Excellent	8	50,0 %	100 %
	Total	16	100,0 %	
KSDM 8	Fair	3	18,8 %	18,8 %
	Good	7	43,8 %	62,5 %
	Excellent	6	37,5 %	100 %
	Total	16	100, %	
KSDM 10	Fair	1	6,3 %	6,3 %
	Good	10	62,5 %	68,8 %
	Excellent	5	31,3 %	100%
	Total	16	100,0 %	

From the table above, it can be seen that from seven items of Student Human Resource Competence who carry out the Professional Placement Program at Partner Company, there is only one item that does not state enough, namely the statement item with KSDM Code 7, the sound of the statement is; The level of Student Responsibility during the Professional Placement Program is a balance between good and excellent, which is 50%. However, on the other hand, it does not mean that the items in the Competency that received sufficient responses from respondents did not receive a good or even excellent response. It can be proven that the percentage of sufficient statements for the respondent's answers does not exceed 20%. The data can be seen in the figure below:

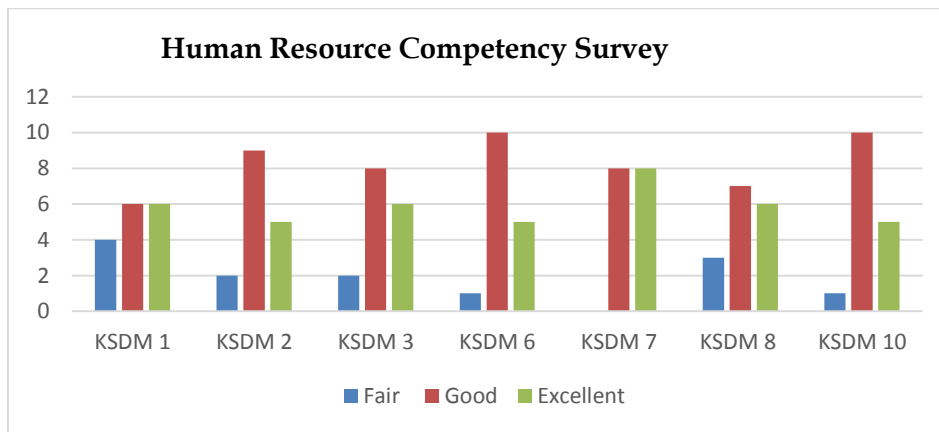


Figure 3: Partner Company Satisfaction Survey Results on Human Resource Competency

Based on the results of the analysis and discussion above, it is hoped that Yasni Bungo Islamic Institute will continue to strive to maintain and improve the performance of professional placement students (PKL) and the satisfaction of Professional Placement Program partners because this program is an effective and efficient Job Training that needed in the business world. The professional placement program (PKL) process is a dynamic business process that needs to be monitored and evaluated for its relevance and effectiveness. If the field work program runs as it should, there will be no deviation in its implementation.

Monitoring and evaluation of this program is carried out to ensure the quality of program activities and improve human resources, and spur the expected performance. Monitoring and evaluation of the program is carried out by the dean of the faculty who represents the tertiary institution which has duties and functions in the field of supervision and evaluation, on a regular basis.

CONCLUSION

Based on the results of research and findings in the field to provide answers to each research problem formulation, the researchers analyzed the Quality of Activity Level, Productivity of Professional Placement Program activities, and Human Resource Competence on Partner Company Satisfaction based on the performance of Professional Placement Program students, by looking at the percentage figures from distributing questionnaires. The research results that have been analyzed as a whole with a construct built to see the satisfaction of partner companies are very supportive. This is because, in the findings in the field, researchers get direct answers to the quality of activity quality (KMK) which gets good and excellent responses from respondents and is positive. In addition, the Productivity of Professional Placement Program Activities (PPKL) has a positive relationship with the satisfaction of partner companies. Meanwhile, Human Resource Competence (KSDM) also has a positive relationship with the satisfaction of partner companies.

This study concludes that there needs to be good cooperation between the campus and partner institutions before and after the internship / professional placement program so that the program can be carried out correctly and return to the internship/professional placement program in the same place in the future. Universities need to continue to improve their human resources related to student performance before carrying out the internship/professional placement program so that student performance can run optimally.

AKCNOWLEGMENT

This research can be carried out well thanks to the help of various parties. Therefore, the researchers would like to thank the fifteen locations where the internship/professional placement program was carried out (BSI Rimbo Nujang, BAZNAS Tebo Regency, Bank Muamalat KCP Muara Bungo, BSI Muara Bungo, BUMDUS Dusun Purwo Bhakti, BUMDUS Sungai Arang, Nurferawati, S.H., M. Kn Notary Office, Anngi Nugraha, M.Kn Notary Office, Popi Kurnia, M.Kn Notary Office, BSI Branch Office of Kuamang Kuning, BAZNAS Bungo Regency, Ministry of Religion Bungo Office, Bungo Regency DPRD Office, KUA Central Rimbo District, KUA Bungo District Market.

REFERENCES

- Abidin, M. Z. (2021). Meningkatkan Adversity Quotient Mahasiswa melalui Experiential Learning: Bidang Studi Kewirausahaan. *Tawazun: Jurnal Ekonomi Syariah*, 1(1), 32-39.
- Alfata, A., Malihah, E., & Andari, R. (2022). Linked and Match: Pembelajaran Incentive Tour dan Kebutuhan Industri Mice. *Jurnal Inovasi Penelitian*, 3(1), 4649-4656. <https://doi.org/https://doi.org/10.47492/jip.v3i1.1671>
- Alqudah, I. H. A., Carballo-Penela, A., & Ruzo-Sanmartín, E. (2022). High-Performance Human Resource Management Practices and Readiness for Change: An Integrative Model Including Affective Commitment, Employees' Performance, and The Moderating Role of Hierarchy Culture. *European Research on Management and Business Economics*, 28(1), 100177. <https://doi.org/10.1016/j.iedeen.2021.100177>
- Anzilago, M., & Beuren, I. M. (2022). Relational Norms and Satisfaction with Interorganizational Cooperation. *Rausp Management Journal*, 57(3), 299-311. <https://doi.org/10.1108/RAUSP-06-2021-0104>
- Busriadi, B. (2020). Pengaruh Teknologi Informasi terhadap Kepuasan Nasabah Pada Pegadaian Syariah (Studi Kasus pada Pegadaian Syariah di Provinsi Jambi). *Istikhlaf: Jurnal Ekonomi, Perbankan dan Manajemen Syariah*, 2(2), 18-39. <https://doi.org/10.51311/istikhlaf.v2i2.210>

- Coletta, L., Vainieri, M., Noto, G., & Murante, A. M. (2020). Assessing Inter-Organizational Performance through Customer Value: A Literature Review. *Journal of Business and Industrial Marketing*, 36(13), 1–13. <https://doi.org/10.1108/JBIM-07-2020-0353>
- Creswell, J. W. (2012). *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research (4th Edition)* (4th ed.). New York.
- Divisi Pengembangan SDM Ekonomi Syariah Direktorat Infrastruktur Ekosistem Syariah. (2021). *Panduan Pelaksanaan Magang/Praktik Kerja di Sektor Ekonomi dan Keuangan Syariah dalam Mendukung Merdeka Belajar: Kampus Merdeka*. Komite Nasional Ekonomi dan Keuangan Syariah (KNEKS).
- González-Morales, A., Mitrovic, J., & Garcia, R. C. (2020). Ecological Consumer Neuroscience for Competitive Advantage and Business or Organizational Differentiation. *European Research on Management and Business Economics*, 26(3), 174–180. <https://doi.org/10.1016/j.iedeen.2020.05.001>
- Habiburrahman, & Zhavira, F. (2021). Pengaruh Kompetensi Sumber Daya Manusia dan Disiplin Kerja Terhadap Kinerja Pegawai Dinas Bina Marga Dan Bina Konstruksi Provinsi Lampung. *Jurnal Manajemen dan Bisnis*, 11(2), 109–119. <https://doi.org/10.24967/ekombis.v5i1.650>
- Kalia, N., & Bhardwaj, B. (2019). Contextual and Task Performance: Do Demographic and Organizational Variables Matter? *Rajagiri Management Journal*, 13(2), 30–42. <https://doi.org/10.1108/ramj-09-2019-0017>
- Kemendikbud. (2020). *Buku Panduan Merdeka Belajar - Kampus Merdeka*. Jakarta: Direktorat Jenderal Pendidikan Tinggi. <https://doi.org/10.31219/osf.io/ujmte>
- Kementrian Hukum dan HAM. (2012). UU RI No. 12/2012 tentang Pendidikan Tinggi. *Undang Undang*, 18.
- Komite Nasional Ekonomi dan Keuangan Syariah. (2021). *Panduan Pelaksanaan Magang/Praktik Kerja di Sektor Ekonomi dan Keuangan Syariah*.
- Mainardes, E. W., Mota, R. L., & Moreira, N. C. (2020). The Effect of Corporate Bankruptcy Reorganization on Consumer Behaviour. *European Research on Management and Business Economics*, 26(2), 96–102. <https://doi.org/10.1016/j.iedeen.2020.03.002>
- Mohamed, Z., & Yusoff, M. S. A. (2021). Malcolm Baldrige Approach in University Management: An Importance - Performance Matrix Analysis (IPMA). *Asian Journal of University Education*, 17(2), 273–282. <https://doi.org/10.24191/AJUE.V17I2.13408>
- Nemţeanu, M.-S., Dinu, V., Pop, R.-A., & Dabija, D.-C. (2022). Predicting Job Satisfaction and Work Engagement Behavior in the Covid-19 Pandemic: a Conservation of Resources Theory Approach. *E+M Ekonomie a Management*, 25(2), 23–40. <https://doi.org/10.15240/tul/001/2022-2-002>
- Nuryana, I. T. (2016). Pengaruh Softskill dan Hardskill Terhadap Kinerja Siswa Prakerin Smk Modern Al-Rifa'ie (Studi pada Siswa Prakerin SMK Modern Al-Rifa'ie Gondanglegi). *JPIG (Jurnal Pendidikan dan Ilmu Geografi)*, 1(1), 1-12.

- Ristanti, A. J., & Dihan, F. N. (2017). Pengaruh Kualitas Kehidupan Kerja dan Kepuasan Kerja terhadap Kinerja Karyawan PT Pertamina Persero RU IV Cilacap. *Assets: Jurnal Akuntansi dan Pendidikan*, 5(1), 53. <https://doi.org/10.25273/jap.v5i1.1187>
- Singarimbun, M. (2015). *Metode Penelitian Survei*. Jakarta: Pustaka LP3ES Indonesia.
- Smith, T. A. (2020). The Role of Customer Personality in Satisfaction, Attitude-to-Brand and Loyalty in Mobile Services. *Spanish Journal of Marketing - ESIC*, 24(2), 155-175. <https://doi.org/10.1108/SJME-06-2019-0036>
- Sugiyono. (2013). *Metode Penelitian Manajemen: Pendekatan Kuantitatif, Kualitatif, Kombinasi, Penelitian Tindakan, Penelitian Evaluasi*. Bandung: Alfa Beta.
- Sutrisno, E. (2016). *Manajemen Sumber Daya Manusia*. Jakarta: Kencana Prenada Media Group.
- Votto, A. M., Valecha, R., Najafirad, P., & Rao, H. R. (2021). Artificial Intelligence in Tactical Human Resource Management: A Systematic Literature Review. *International Journal of Information Management Data Insights*, 1(2), 100047. <https://doi.org/10.1016/j.jjime.2021.100047>
- Whitemore, J. (2009). *Coaching for Performance: GROWing human potential and purpose*. London: Nicholas Brealey.
- Yanuar, S. (2010). Pengaruh Faktor Job Demand terhadap Kinerja dengan Burnout sebagai Variabel Moderating pada Karyawan Bagian Produksi PT.Tripilar Beton Mas Salatiga. *STIE*, 3(6), 54-67.
- Yasni, I. (2020). *Buku Panduan Akademik*. Jambi: Yasni Press