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**MODEL OF COMPETENCE ENHANCEMENT OF FEB GRADUATES OF  
JENDERAL SOEDIRMAN UNIVERSITY BASED ON TRACER STUDY  
AND USER SATISFACTION**

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**Abstract**

The aim of this study is to learn the profile of the graduates of Economics and Business Faculty of Jenderal Soedirman University in regard of their competence in the user assessment: to formulate a program that can be performed to increase the quality of the graduates and to assess the partner's readiness in order to execute the event that has the purpose to increase the competency of the FEB graduates of UNSOED. Tracer study was performed by questionnaire involving 571 graduates. Besides that, in-depth interview was also performed to some of the graduates. Indicators used in this study were the duration of waiting period after graduation to achieving their first job, the correlation of competency to the profession, the scale of institutions where they work, and the compensations received. Results showed that most of (more than 50 percent) indicators are assessed good by the respondents, except the correlation between competency and their profession. As for the customer satisfaction survey was performed to 52 respondents. Indicators assessed were the period of work of the graduates, ethical side, main skill (competency), foreign language skill, skills to use information technology, communication, teamwork and self-development. The result showed that most of the indicators were assessed good by the respondents except the foreign language skill. The implication of this study is a program to increase the competency of the graduates that is proposed based on the result of this study.

**Keywords:** tracer study, user satisfaction, alumni, model, competency

**1. Introduction**

Economics and Business Faculty of Jenderal Soedirman University (FEB UNSOED) was established at 1963 with the mission to perform a sustainable education to create moral, have dedication to academic and professional, have competitive excellence, have leadership, and adaptive graduates; to perform a sustainable research for economy knowledge and policies that is suitable to the economic development and spread the results to the society and to perform the community service in accordance to the regional economic development and spread the results to the society. Based on these missions then the main purpose of FEB is to create and develop experts in economy who are able to perform their duties professionally, or to dig and solve regional problems and are aware to their environments, dynamics and have a global insight.

In relation with that statement, FEB of UNSOED needs to learn how far the contribution of the graduates of FEB UNSOED to all of the stakeholders in this nation through Tracer Study and the

survey of user satisfaction. Tracer study or also called as alumni survey is a study about the graduates of a college institution. This research is able to provide useful information for the evaluation of the execution of education in college. As for the survey of user satisfaction is aimed to learn the quality of FEB graduates in the perspective of user viewed from some criterias.

Tracer Study for FEB UNSOED have some important purposes in tts execution, that is: to obtain important information from the alumni in the form of feedback on the execution of education in FEB UNSOED as improvement, system development, or education management including the facilities, learning process, and its services. The result of tracer study can also become an evaluation material for the relevance of education at FEB UNSOED to the jobs. As for the benefit of this study is to help FEB UNSOED in the accreditation process, the availability of alumni database, as an input for the criteria for lecturers and administrative staff, curriculum improvement, and as a tool to build network.

However, until now FEB still does not have any information regarding the profile and the competency of their graduates, so the necessary programs to help the graduates go into the work field still can not be formulated. therefore, tracer study and survey of user satisfaction need to be performed considering the importance of the information obtained by this survey. The aim of this research is to learn the profile of the graduates of FEB UNSOED, to gain the overview of graduates competency in the user assessment, to formulate a program that can be performed to increase the quality of FEB UNSOED's graduates and to see the readiness of the partners to execute the event with the purpose to increase the competency of the graduates of FEB UNSOED.

One of the means to obtain the information related to the transition from college to work field is by performing a study called tracer study. Tracer study is a study about college graduates (Pimpim, 2009). This study is able to provide various useful information for the sake of the evaluation of the college result and then can be used for its completion and guarantee the quality of college institution and professional work world, to assess the relevance of college education, information for the stakeholders and completion of requirements for college accreditation. Graduates tracking is an empiric research that can gain valuable information in evaluating an education program. Study information can be used as an effort of quality assurance for the institution as a whole, in the meaning that the institution perform the program improvement continuously corresponding to the input from the result of graduates tracking study (Schomburg, 2003). Graduate tracking study has a role in evaluating the curriculum of a learning program, showing the strength and weaknes of a program so that it make a basic suggestions for improvement. This study can become the foundation to see whether the relevance and effectivity of the taught curriculum is appropriate to the needs of the work market, and how far the applied curriculum can prepare the alumni to face the change demands in their work environment, as the study performed by Delaney (2002).

Alumnus have a more loose bound with their college institution, so they have a more objective perception and perspective in evaluating the learning program that they have been through. Therefore, the alumnus opinion is a very valuable opinion for the development of an institution. Schomburg (2003) suggesting a new approach so that the graduates tracking study can be used as

the foundation for program and event planning in the future. In this study, beside the information on the relevance of knowledge and skills gained by the graduates to the need in the workplace, the professional success of the graduates is also tracked, such as their career course, work status, and income. As an addition, the work satisfaction of the graduates is also an important indicator for the success of a program, as stated in the study performed by Cabrera et al (2008). Therefore the role of graduates tracking study is very important to assess the output and outcome of a college institution, as in line with the statement of Dikti (2011) that tracer study is aimed to learn the outcome of education in the form of transition from college world to the work world, education output is a self assessment to the mastery and acquisition of competency, education process as the evaluation of learning process and the contribution of college towards the acquisition of competency, and education input is the further acquirement of the information on the graduate's sociobiographs.

Zulhimma (2015) said that tracer study has the purpose to: 1) obtain information on is there any gap between education taught and the work field (business world) entered by the alumni, 2) obtain more detail information on the relevance of competency between the needs of graduates user and what gained by the alumni, 3) obtain information regarding the development of work field in the future as an anticipation for the college to adapt. With these purpose in the background, then each college should hold a graduate tracking through tracer study so that they can elevate the competency of their graduates from year to year.

Based on the research result of Bakhtiar and Latif (2017) that tracer study as an instrument gives an overview on how big the role of alumnus in the development of study program from various academic field, whether it is from the side of curriculum development, learning, competency and facilities and infrastructures available. The necessity to strengthen the relationship between graduates and alma mater, because if we see it from the experience of famous education institutes, the strong bond would bring a lot of benefits to the alma mater along with the acknowledgement of the graduates' success in the society (Soemantri, 2010:4). Corado et al. (2016) in their research proved that tracer study is able to assess the quality of college education and its relevance to the work field, so we would make this as the foundation of curriculum evaluation to elevate the competency of the graduates of the next year.

More specifically, the result from the research of Chandra et al. (2014) has successfully explained the impact of tracer study towards the improvement of the graduate's competency. Tracer study application built has able to fulfill the needs of college in improving the curriculum and learn the satisfaction level of the user of the college graduates. These things enable the university to formulate the curriculum and learning evaluation applied so they can improve the competency of their graduates in the following years. The existence of career center institution in a college where there are electronic tracer study service is proven to increase the popularity of a university. The amount of contents or documents in the career center is still relatively small comparing to the total contents of the university's website. Providing alumnus forum and career consultation have significant impact on the popularity of a career center institution (Chandra et al., 2013)

Based on the result of previous research, we can conclude that the evaluation towards the competency needed by the work field is really necessary for the university so that ther will not be

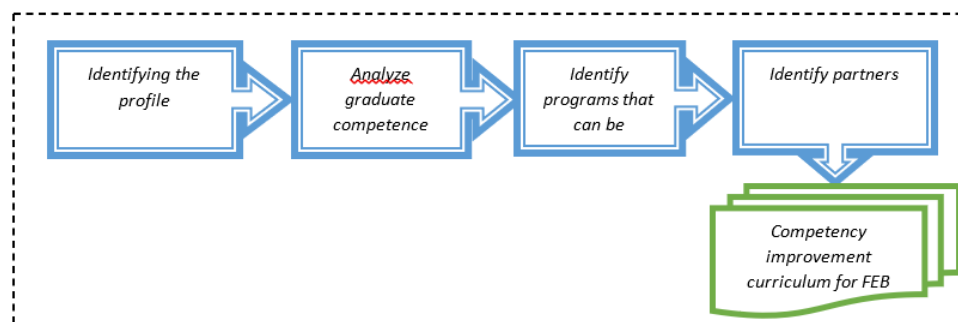
any gap between college world and real work world in the society. These things can be realized when a university is able to perform tracer study well. Tracer study is performed to assess and analyze the relevance of the learning process that has been done to the needs of the work field. Data from the result of tracer study is expected to become the evaluation material so that we can elevate the competency of the FEB UNSOED graduates from year to year to apply the knowledge and skills obtained, to encourage and facilitate the graduates to be able to learn their self potential that can be developed and able to apply the knowledge obtained when they enter the work field.

## 2. Method

This research is a R&D research aimed to create model of competent enhancement of Economics and Business Faculty of UNSOED graduates. Model development in this research followed the Four-D model development procedure (Thiaragajan et al., 1994). Steps in Four-D model involving define, design, develop, disseminate. However, this research would focus on the define and design stages. As for the flow of this research are as follows: identify the profile of FEB UNSOED graduate; analyze the competence of graduates in the user assessment; identify the program that can be performed to improve the quality of FEB UNSOED graduates, identify the readiness of partners in executing the events aimed to improve the competency of FEB UNSOED graduates, and formulate the design of the model of competency enhancement of FEB UNSOED graduates.

The population in this study were alumni of FEB Unsoed 2019, totaling 1124 alumnus and 571alumnus as the sample in this research. Survey was performed to the FEB UNSOED graduates by using questionnaire and user. Online questionnaire sent to the respondents via emails and social media such as Whatsapp, SMS. Respondents data obtained from the alumnus database owned by FEB UNSOED. For user respondents, data was obtained based on information given by the alumnus and then followed by snowball sampling method.

Picture1. Framework



## 3. Results

Questionnaire to the alumnus respondents was sent to 1124 alumnus and 571 was sent back completely filled. Based on these sent back questionnaire the data was analyzed, with these following results:

### **Tracer study**

This survey was performed for 3 months from September-November 2019. This tracer study had succeed in gathering 571 alumnus responses from various batches and majors, one of them are 415 graduates from 2015-2017 (72.7%). This result showed that FEB alumnus have spread into all fields, whether as ASN (Civil State Apparatus/government officials), entrepreneur or in private companies. Survey to respondents from 2015-2017 showed that 60% (247) graduates got their first job in less than 6 months after graduation. Most of the FEB UNSOED graduates at the moment (72,4% or 294) join national scale institution/companies. Respondents (56,5% or 231) believed that the competency gained at the college has medium/intermediate relationship with professions/tasks that is being performed at the moment. As many as 40% or 163 graduates said that their first pay was in the range of 3-5 millions. Alumnus survey showed that as many as 285 graduates or 69,7% said that their first pay is more than the *UMR (Regional Minimum Wage)*.

### **Survey of User Satisfaction**

Survey to the alumnus user was also performed at the end of 2019. This survey involving 52 respondents. The result of this survey showed that 32 (62,7%) respondents said that FEB alumnus had been working for more than 3 years in their organization/institutions. This indicates that FEB graduates tend to be a loyal employee, do not tend to move around between companies. This survey also wants to assess the user's response from the ethic side, main skill (competency), foreign language skill, information technology use, communication, teamwork, and self development. The result showed that 615% user assessed that FEB alumnus are very good and 38,5% are good. In relation to the main skill, alumnus were rated very good (53,8%) and good (44,2%) by user. As many as 30,8% user assess very good in foreign language ability and 48,1% good. User also rated the use of information technology of the alumnus are very good in 44,2% and good in 50% of responses. In terms of communication, user rated them very good (51,9%) and good (44,2%). As for teamwork, FEB graduates also rated very good (55,8%) and good (40,4%). User also rated the FEB graduates as very good (51,9%) and good (44,2%) in the self development.

### **Quality Improvement Program of FEB UNSOED Graduates**

Based on the result of the tracer study we learned that the FEB graduates have already spread in many work fields, whether in government, including *BUMN* (State-owned enterprises) employee, private companies or as entrepreneur. Survey to 415 respondents of the graduates of 2015-2017 showed that 60% (247) graduates got their first job in less than 6 months after graduation. This indicates that FEB graduates are relatively fast absorbed in the work market and most of them (72,4% or 294 people) joined national scale institution/companies.

The survey result showed that respondents (56,5% or 231 people) thought that the relationship between the competency gained at the college and the profession that is being performed at the moment is in the medium category. This showed that the alumnus gained jobs that is not fully match with the learning content at the college. This condition indicates that the competency gained from learning process in FEB UNSOED has not exactly fulfill the market needs. This is indeed need to get the attention of the institution superintendent.

In relation to the compensation as many as 40% or 163 graduates said that the first payment obtained were in the range of 3-5 millions and as many as 285 graduates or 69,7% said that their first payment are more than *UMR* (regional minimum wage). Based on these information, we can learn that the reward to the alumnus by the market are good enough, proven by most of the graduates got enough payment. However, there are still some graduates who got their payment below the standard. This showed that the work market has not fully give proper rights to FEB UNSOED alumnus.

The result of the user satisfaction survey showed that 32 (62,7%) respondents answered that FEB alumnus has been working for more than 3 years in their organization. This indicates that FEB graduates are tend to be a loyal employee, do not tend to move around between companies. Survey result showed that 61,5% user rated FEB UNSOED as very good and 38,5% rate as good. In terms of main skills, alumnus was rated very good (53,8%) and good (44,2%) by user. As many as 30,8% user rate the alumnus as very good and 48,1% as good in terms of foreign language ability. User also rate the alumnus skill in the use of information technology as very good (44,2%) and good for 50% of user. In terms of communication, user rated them as very good (51,9%) and good (44,2%). For teamwork, user rated the alumnus as very good (55,8%) and good (40,4%). User also rate FEB alumnus as very good (51,9%) and good (44,2%) in terms of self development.

#### **4. Discussion**

As based on the interview with the alumnus, some obstacles that they experienced after graduation is the readiness in entering the working world. Some of the alumnus felt that they were not ready to face the industry in relation to the right, supporting skill (hardskill) and foreign language skill necessary. Besides, alumnus also lacking a lot of information related to the work opportunity that is suitable to their competency and personality. Alumnus also still had not able to master the skill necessary at the time of the selection, such as making the curriculum vitae, facing the interviews, academic potential skill test, and so on. In terms of communication, developing self, and teamwork, some of the alumnus still had not felt prepared enough.

Based on the result of the tracer study and survey of user satisfaction, we learned that some alumnus still has not ready to enter the working world after they finished their study. Therefore, together with partners, we will develop a program that will support the readiness of the alumnus in facing the work market. This formulated program is expected to improve the competency of the FEB UNSOED alumnus. This tracer study will be used as the basis for developing a curriculum to improve the competence of FEB Unsoed graduates.

Program developed involving the improvement of hard skill and soft skills. Hardskill program such as computer skill will be performed by Computer Laboratory by holding the training and certification of skill necessary for the industry. While the improvement of foreign language ability will be performed by FEB's Language Laboratory. Competency development in terms of entrepreneurship will be held by Entrepreneurship Laboratory. For the softskill development will be performed by the Career Development Laboratory and FEB Alumnus Center.

Especially for this softskill development, the program designed to equip the student with skills necessary starting from the time they enter the college until graduation. This softskill

development program is useful to improve the cognitive, affective or behavioural ability so that they will support the performance, creating a better and more comprehensive understanding about self potential and the working world.

Softskill development program is arranged for every levels of college year, from the first to the fourth year. First year program contains the training to equip the students to understand and have the effective personality for the sake of academics. This program involving self awareness, self assessment, self direction, self exploration, goal setting, group counseling and meeting with companies (Meet and Greet Companies). After all these training, the students then given the more advanced program in the second year.

Second year program of softskill training is aimed to increase the social skills. As for the program involving social awareness, social skill, social improvement, managing social life, group counseling, social branding and meet and greet company. This training program in the second year is followed by the third year program.

In this third year training program is aimed so that the students can start preparing and taking decision in reaching the career goals. As for the programs are career awareness, career assessment, group counseling, career development, career management and meeting with the companies. After finishing the program in this third year, students are given the last training in the fourth year. This training in the fourth year is aimed to students to have a good quality softskillsa and personality when they graduate. As for the programs are career preparation training and preparation for job search.

### **Readiness of Partner in the Competency Improvement of FEB UNSOED Graduates**

This research is involving partner, which is Paramitha Assessment and Psychological Center. With this partner, softskill development will be held. Based on the interview with the Director of Paramitha Assessment and Psychological Center, we obtained the information that our partner is willing to work together and accompanying FEB in developing the students' softskills. These accompaniment is by the willingness to act as a competent source/interviewee in the related event. Beside that, Paramitha Assessment and Psychological Center also ready to act as a team in psychological assessment and career assessment to map the potentials and abilities of students in supporting the suitable career for them. Paramitha Assessment and Psychological Center has also given their input regarding the arrangement of softskill development program for students.

Based on the result of research testing and the discussion above, then we can draw the conclusion as follows: Profile of FEB UNSOED graduates can be viewed from the research result that showed that FEB UNSOED graduates are absorbed into the working world, whether as a government employee, employee of a private company, or as an entrepreneur. Most graduates are quickly absorbed in the work market with a good payment, mostly were given payments above the regional minimum wage. However, most of the graduates thought that the competency obtained at the college was only mildly related to their current profession. Implication for FEB is to give programs aimed to improve the skills necessary in the work field whether hardskills (profession certificate) or softskills.

Graduates competency in user assessment that needs to be a concern is the foreign language ability because there is still some who are lacking in this skill category. The recommendation

given is based on the stakeholder's suggestions, that is to develop a subject that is based on communication skills, especially in English, and the necessity for an applicative subjects compatible with the proficiency and competency of study programs.

Quality improvement program for FEB UNSOED graduates is a program arranged based on the research result including hardskill and softskill improvement programs performed by integrated laboratory (Career Development Laboratory and Alumnus Center, Entrepreneurship, Investation Gallery, Halal Center, and others). readiness of partner in executing the event of competency improvement of FEB UNSOED graduates, which is Paramitha Assessment and Psychological as the partner of FEB has willing to accompany the arrangement and execution of softskill development program for the students. We expect that this softskill development program can increase the readiness of the graduates in entering the working world. The limitation in this study is that we have not been able to reach all FEB Unsoed alumni, so it is hoped that further research can be improved. Based on the limitation, the next potential researcher intends to continue conducting the same research and/or study in the near future.

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