

ABSTRAK

PENGARUH MODAL INTELEKTUAL DAN *ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB)* TERHADAP KINERJA PERGURUAN TINGGI SWASTA DENGAN MEDIASI *GOOD UNIVERSITY GOVERNANCE (GUG)*

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Perguruan tinggi mempunyai tugas pokok mengembangkan ipteks untuk meningkatkan daya saing bangsa Indonesia di dunia. Peneliti melakukan penelitian berdasarkan kondisi modal intelektual, *organizational citizenship behavior (OCB)* dan tata kelola perguruan tinggi yang belum optimal dalam membantu pencapaian kinerja yang diharapkan pada perguruan tinggi di Indonesia. Penelitian ini bertujuan menguji bagaimana pengaruh modal intelektual dan *organizational citizenship behavior (OCB)* terhadap kinerja perguruan tinggi swasta (PTS) yang dimediasi oleh *good university governance (GUG)* di Indonesia. Penelitian menggunakan metode survey melalui penyebaran kuesioner kepada pimpinan puncak atau pimpinan tingkat menengah yang berperan dalam pengambilan kebijakan di PTS di Indonesia. Analisis data dalam penelitian ini menggunakan *Structural Equation Modeling (SEM)* dengan dengan *software AMOS versi 21.0*. Hasil pengujian menunjukkan bahwa variabel modal intelektual (MI) berpengaruh positif terhadap variabel *good university governance (GUG)*, variabel *organizational citizenship behavior (OCB)* tidak berpengaruh positif terhadap variabel *good university governance (GUG)*, variabel modal intelektual (MI) memiliki pengaruh positif terhadap kinerja PTS, variabel *organizational citizenship behavior (OCB)* tidak berpengaruh positif terhadap variabel kinerja PTS dan variabel *good university governance (GUG)* memiliki pengaruh positif terhadap variabel kinerja PTS. Variabel *good university governance (GUG)* dapat memediasi hubungan modal intelektual terhadap kinerja PTS, namun tidak dapat memediasi hubungan *organizational citizenship behaviour (OCB)* terhadap kinerja PTS.

Kata Kunci: Modal Intelektual, *organizational citizenship behaviour (OCB)*, *good university governance (GUG)*, Kinerja PTS

ABSTRACT

THE INFLUENCE OF INTELLECTUAL CAPITAL AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB) ON THE PERFORMANCE OF PRIVATE HIGHER EDUCATIONAL INSTITUTIONS WITH GOOD UNIVERSITY GOVERNANCE (GUG) AS A MEDIATING VARIABLE

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Higher education institutions have the primary task of developing science and technology to enhance Indonesia's competitiveness in the global arena. Researchers conduct studies based on the suboptimal conditions of intellectual capital, organizational citizenship behavior (OCB), and college governance in helping achieve the expected performance in higher education institutions in Indonesia. This research aims to examine the influence of intellectual capital and organizational citizenship behavior (OCB) on the performance of private higher educational institutions, mediated by good university governance (GUG) in Indonesia. The study employs a survey method through the distribution of questionnaires to top-level or mid-level leaders involved in decision-making at performance of private higher educational institutions in Indonesia. Data analysis in this research uses Structural Equation Modeling (SEM) with the AMOS software version 21.0. The test results show that the intellectual capital (IC) variable has a positive effect on the good university governance (GUG) variable, the organizational citizenship behavior (OCB) variable does not have a positive effect on the good university governance (GUG) variable, the intellectual capital (IC) variable positively influences the performance of private higher educational institutions, the organizational citizenship behavior (OCB) variable does not positively affect the performance of private higher educational institutions, and the good university governance (GUG) variable positively affects the performance of private higher educational institutions. The good university governance (GUG) variable can mediate the relationship between intellectual capital and the performance of private higher educational institutions, but it cannot mediate the relationship between organizational citizenship behavior (OCB) and the performance of private higher educational institutions.

Keywords: Intellectual Capital, Organizational Citizenship Behavior (OCB), Good University Governance (GUG), Performance of Private Higher Educational Institutions.