



Tracer Study Analysis on Alumni Master of Management Study Program, Universitas Trisakti Indonesia

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ABSTRACT

This study aims to determine the profile of alumni from the Master of Management Program at the Faculty of Economics and Business, Universitas Trisakti (MM FEB Usakti). The respondents for this study are alumni of the MM FEB Usakti program who graduated in 2022-2023. The type of research used is descriptive research with a quantitative approach. The data used is primary data collected through a survey by distributing questionnaires to the respondents. The data was analyzed using SPSS software. There were 245 graduates of the MM FEB Usakti, in 2022-2023, but only 200 respondents completed the tracer study questionnaire. The questionnaires were distributed directly to alumni or alumni contacts whose whereabouts were known. The research results show that 97% of MM FEB Usakti alumni already had jobs upon graduation, either by directly seeking employment or through information from friends. 50% of graduates work in their field of study. Alumni are assessed by employers as having expertise based on their field of study (professionalism) and good self-development, but they still need to improve their ability to use English as an international language. The results of this tracer study can be used as material for evaluation and improvement by the leadership of MM FEB Usakti in relation to graduate profiles and the skills that graduates must have, both soft skills and hard skills, in order to be competitive in the world of work.

Keywords: Alumni, Tracer Study, Master of Management Study Program.

INTRODUCTION

One of the goals of higher education is to produce graduates who are ready to work or become entrepreneurs through dedication and innovative skills. Alumni are expected to serve the institution, society, and the country as a whole. To secure their desired jobs, graduates from

higher education institutions must be able to adapt to the latest skills and techniques due to the influence of rapid technological changes and global trends (1). One way to understand industry needs and the acceptance of alumni in the workforce is through a tracer study. A tracer study is a follow-up study conducted on graduates two years after graduation. A tracer study aims to determine educational outcomes, such as the transition from higher education to the workforce, academic outcomes, including self-assessment of skill mastery and competency acquisition, educational processes, such as evaluating the learning process, and the contribution of higher education to competency acquisition, as well as educational inputs, such as gathering further information (2). Tracer studies can provide further information about the relationship between higher education and the business and industrial world. Tracer studies can provide in-depth and detailed job suitability both horizontally (across various fields of study) and vertically between educational levels (3).

For 32 years, the MM FEB Usakti, has produced more than 6,500 alumni spread across Indonesia and abroad. It is an advantage for the MM FEB Usakti to conduct a tracer study with the aim of establishing relationships between alumni, students, and the academic community, thereby creating a sustainable network of connections. The results of the tracer study serve as a performance indicator for the Master of Management Program in assessing the learning outcomes achieved by its graduates. Additionally, the tracer study is one of the requirements mandated by the government for accreditation. This study is conducted among alumni two years after their graduation. The purpose of this study is to determine the outcomes of education, including the transition from higher education to the workforce, which encompasses the period of waiting for employment and the process of seeking the first job, the current employment status, and the application of competencies in the workplace. Educational outcomes are self-assessments of competency mastery and achievement. The educational process includes evaluations of teaching methods and the contribution of higher education to the development of skills.

The results of the tracer study will help FEB Usakti, particularly the MM study program, to measure and track graduate performance so that clear indicators of graduate profiles can be obtained. The tracer study is also used to determine the positions of graduates who have been absorbed into the workforce and to prepare graduates in accordance with the competencies required in the workplace. It is hoped that alumni can also become entrepreneurs who can create job opportunities. According to the Tracer Study website, Directorate of Learning and Student Affairs, Directorate General of Higher Education, the results of the tracer study can also assist government programs in mapping the needs of the job market with educational development in Indonesia (4).

Based on the background, the problem can be formulated as follows: What is the profile of graduates of the Master of Management Program, Faculty of Economics and Business, for the 2022-2023 academic year, as reviewed based on: a). Information about the profile and educational background of alumni in their respective fields of work (time taken for graduates to secure employment, alumni workplaces, and the suitability of graduates' fields of work). b). Information about alumni learning experiences (teaching and learning aspects and learning facilities in the MM FEB Usakti). c). The contribution of education to current employment. d). User assessment of alumni performance.

LITERATURE REVIEW

The Role of Alumni for Institutions

Alumni are the output or result of a university that is expected to be a supporting factor in developing their alma mater. Alumni can be considered a great source of support for their alma mater in various fields such as volunteering (e.g., mentoring), providing information, donations, investments, and networking. To increase alumni contributions, key factors that influence alumni loyalty need to be identified (5). The role of alumni in advancing the quality of an educational institution is increasingly being recognized as an important indicator in university accreditation assessments, particularly in the component evaluating alumni involvement (6). Alumni themselves have a strategic role in helping universities achieve their goals, namely improving the quality of education, development, and supporting various activities at the university (7). High-achieving alumni can play a role in shaping public opinion while also serving as a promotional tool for their alma mater. Alumni are also expected to develop various networks and build the institution's image, especially from the perspective of stakeholders. The perspective (6) reinforces that alumni are expected to act as catalysts or levers with various constructive critical inputs for their alma mater.

Tracer Study

A tracer study is a survey of alumni to find out their activities after graduating from higher education, their transition from higher education to the world of work, their employment situation, their acquisition of competencies, the use of competencies in their work, and their career paths (8). The purpose of a Tracer Study is to assess educational outcomes in terms of the transition from higher education to the workforce, educational outputs such as self-assessment of competency mastery and acquisition, educational processes including evaluation of the learning process and the contribution of higher education to competency acquisition, and educational inputs involving further exploration of graduates' socio-biographical information. Tracer studies are used for accreditation purposes. They can also serve as a tool for monitoring graduates' adaptation to the workforce, conducted on a regular basis. Tracer studies are conducted at the university level, with implementation supported by faculties and academic programs. The primary benefits of this alumni tracking study are to obtain input for improving the teaching and learning process, evaluating and updating the higher education curriculum, evaluating and updating course materials, evaluating and updating graduates' adaptability in the workplace, and evaluating alumni unemployment rates and seeking solutions. Alumni tracking studies provide an overview of the current situation and career movements of alumni and serve as an important source of data for curriculum development and evaluation, as well as for formulating the vision and mission of higher education institutions.

Alumni Satisfaction with the Institution

Customer satisfaction has become a top priority for product and service providers around the world, regardless of the industry in which they operate, especially in recent decades. Satisfaction can be defined as the feeling of pleasure experienced by an individual when their desires and needs are fulfilled (9). "Alumni satisfaction is the satisfaction of alumni towards their alma mater, which is formed because alumni feel that they studied at a campus that is in high demand, a campus that is committed to curriculum and teaching development, a campus that provides courses to improve skills, a campus that has a good library collection, good relationships with faculty and academic staff, and satisfaction because their academic

experiences have influenced their current careers (10). Alumni satisfaction will increase alumni engagement in the form of support and/or participation in university/faculty events. Various studies explain that high alumni satisfaction increases alumni support for their alma mater (11). However, other surveys indicate that alumni are sometimes less motivated to engage with their alma mater or exhibit apathy (12). Alumni satisfaction stems from the academic system during their studies, which encourages alumni engagement. The development of satisfaction during studies, due to close relationships with the campus environment such as classmates, administrative staff, and good relationships with faculty members, ultimately leads to high alumni satisfaction. A frequently asked question in improving alumni satisfaction is whether alumni satisfaction is built on academic relationships or non-academic relationships. The study (13) state that both academic and non-academic relationships have a significant influence on enhancing alumni engagement, such as curricula that support future career development and career success, satisfaction with current employment, satisfaction with income, satisfaction with program achievements, a good campus reputation, and current campus progress. It is further explained that the higher the satisfaction of alumni related to the academic system and involvement during their studies, the greater the likelihood that alumni will contribute and participate in campus activities. Alumni who are satisfied with their educational experience or feel a positive emotional connection to the institution are more likely to contribute to the institution (14).

METHODS

Research Design

The type of research used is descriptive research with a quantitative approach. According to (15), the descriptive method provides an overview or description of data based on average values. This research is a quantitative approach, with analysis mostly using statistical analysis. Quantitative data were obtained by the author from the results of a questionnaire administered to respondents. The data used in this study are cross-sectional, meaning that information is collected only once, although it may be conducted over a specific period of time, hence often referred to as a one-shot study (16). This one-shot study was conducted during a specific period from October 2024 to April 2025. The unit of analysis targeted is the individual, specifically each graduate of the Master of Management program at the Faculty of Economics and Business, Universitas Trisakti, for the academic year 2022–2023.

Population and Sample

The population used is the alumni of the MM FEB Usakti for the academic year 2022–2023. The sampling technique used in this study is simple random sampling, with a questionnaire as the primary tool for data collection.

Data Analysis Technique

The data collection technique used to obtain information and data in this study was primary data using questionnaires sent directly to respondents or sent via the internet. The instruments used were questions grouped into several sections, namely: alumni profiles, alumni opinions, study program competencies, and study program learning outcomes. The collected data was processed using the SPSS program.

RESULTS AND DISCUSSION

Profile Information and Educational History of Alumni Employment

There were 245 graduates from the MM FEB Usakti in 2022-2023. Not all graduates completed the tracer study, so the complete and analyzable data consisted of 200 respondents. The profile of graduates who agreed to complete the questionnaire included 103 men (51.5%) and 97 women (48.5%). A total of 96 individuals (48%) were employed before graduation, and 98 individuals (49%) were employed before enrollment, while 6 individuals (3%) were employed after graduation. A total of 91 alumni (45.5%) work in national companies/legal entities, 39 alumni (18.5%) work in multinational/international companies. Twenty-three people (11.5%) work in local companies, while 49 alumni did not provide information. 32% of alumni stated that their current job is highly aligned with their field of study, 18% stated that their current job is closely aligned with their management studies, 10% stated it is moderately aligned, 5% stated it is less aligned, 1% stated there is no connection, and 34% did not provide an answer. Based on the respondents' profiles, it can be concluded that 97% of FEB Usakti management master's alumni already had jobs upon graduation, either by seeking employment directly or through information from friends. Fifty percent of graduates worked in their field of study.

Information about Alumni Learning Experiences (teaching and learning aspects and learning facilities at the MM FEB Usakti)

During their time as students at the MM FEB Usakti, alumni can assess their experiences in terms of teaching and learning aspects and the facilities provided. Evaluations of alumni learning experiences, focusing on teaching and learning aspects, show that 74.5% of alumni felt the lectures received were very good and met expectations. 67.5% of alumni felt they received support to participate in research projects. 78.5% of alumni stated that discussions/presentations/seminars conducted during lectures were evaluated as meeting expectations. 79% of alumni stated that they had the opportunity to interact with lecturers outside of class schedules, 85% of alumni felt they received good support from academic advising, and 75.5% stated that the program supported them in gaining opportunities to enter and become part of professional scientific networks. Alumni experience with the facilities provided by the program during their learning and teaching process. More than 70% of alumni stated that all available facilities were good or very good. Study rooms, information and communication technology availability, discussion rooms, and restrooms were rated as good or very good by over 80% of alumni. Student activity centers and their facilities, student organizations, recreational and sports facilities, health services, and libraries were also rated as good or very good by over 80% of alumni. The student activity center and its facilities, student organizations, recreation and sports facilities, health services, and library were rated as good or very good by more than 70% of participants.

The Contribution of Education to Current Employment

Based on the results of research on the contribution of education to current employment, on average, it can be said that alumni have made a good contribution in every field. Alumni have the best abilities in critical thinking, teamwork, problem solving, leadership, communication, and negotiation. On average, alumni have good abilities in their respective fields of study. Alumni have good skills in technology mastery, conducting research, analyzing, preparing reports, and presenting them. On average, alumni are capable of continuous learning, so it is hoped that they can pursue a PhD or enhance their skills according to their profession.

User Assessment of Alumni Performance

On average, users assess alumni as having high integrity (ethics and morals). Alumni are considered capable of working well with teams, mastering information technology, and communicating effectively. On average, users assess that alumni have expertise in their field of study (professionalism) and good self-development, but they still need to improve their ability in using English as an international language. Overall, users expressed satisfaction with the performance of graduates from the MM FEB Usakti.

Table 4 User Assessment of Alumni Performance

	n	Mean	Std. Deviation
Integrity (ethics and morals)	12	4.5000	.52223
Expertise based on field of study (professionalism)	12	4.3333	.49237
English language skills	12	3.5833	.51493
Use of information technology	12	4.5000	.52223
Communication skills	12	4.5833	.51493
Teamwork skills	12	4.5833	.51493
Self-development skills	12	4.3333	.49237
Satisfaction with the performance of Trisakti University graduates	12	4.2500	.45227
Valid n (listwise)	12		

CONCLUSION

Based on the results of the tracer study, the following conclusions were drawn: a) The number of graduates from the MM FEB Usakti for the 2022-2023 academic year was 245, and all graduates from 2020 had secured employment before continuing their studies. Additionally, 89.6% of graduates reported that the major they chose aligns with their current field of work. The MM FEB Usakti has provided support in the form of facilities, ease in the teaching and learning process, and administrative services for students. Alumni users evaluate the performance of MM graduates from Universitas Trisakti as good in terms of communication, teamwork, self-development, and the use of information technology. The results of this tracer study can serve as evaluation and improvement material for the MM FEB Usakti leadership regarding graduate profiles and the skills graduates must possess—both soft skills and hard skills—to be highly competitive in the job market.

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