

ABSTRACT

This research was aimed at finding empirical evidence about factors affecting the intention to improve of private university lecturers in the D.I Yogyakarta. In addition, this research was also aimed at finding whether or not there was any difference in the intention to improve performance between male and female lecturers at private universities in the D.I Yogyakarta.

This research employed proportional stratified random sampling technique. The respondents in this research were full-time lecturers both employed by the foundations and those seconded by the Department of Education and Culture (DPK) at 12 private universities, 1 institute, 2 colleges, and 6 academies, irrespective of lecturer's age. The questionnaire used in collecting data consisted of 33 statement items which had passed validity and reliability tests.

The analysis model was used in the form of multiple linear regression. While the hypothetical test used F test, t test, and average equation test : 2 side, at 5% level of significance.

The results of this research show that the belief in the consequence of performance-improving behavior, the evaluation of the consequence of performance-improving behavior, and the normative belief in the performance-improving behavior, and the motivation to adhere to normative belief in the performance-improving behavior all together have very significant effect on the intention to improve the performance of private university lecturers in D.I Yogyakarta. This has been proved with F ratio = 89.58 with 0.000E+00 probabilities. Whereas the most dominant variable is the evaluation of the consequence of performance-improving behavior where $r^2 = 0.1203$ or 12.13%. Judged from the average equation test : 2 sides, it has been discovered that there is not any different intention between male and female lecturers at private universities in the D.I Yogyakarta, where $-1.96 < -1.5548 < 1.96$.

The reliable information concerning factors that affect the intention to improve lecturer's performance at private universities can be used in the formulation of strategy which will be better-directed to motivate lecturers at private universities in particular and in any universities in general to improve their performance.