

ABSTRAK

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Penelitian ini bertujuan untuk mengevaluasi Program Career Development Center (CDC) di Hubei Enshi College berdasarkan model Context, Input, Process, and Product (CIPP) serta mengkaji persepsi mahasiswa mengenai kontribusi program tersebut terhadap employability mereka. Penelitian ini menggunakan desain mixed methods dengan pendekatan kuantitatif sebagai metode utama yang didukung oleh data kualitatif. Sebanyak 127 mahasiswa yang mengikuti program CDC dipilih melalui simple random sampling sebagai responden kuesioner, sedangkan wawancara semi terstruktur dilakukan terhadap 10 mahasiswa dan 4 dosen menggunakan purposive sampling. Data kuantitatif dianalisis menggunakan statistik deskriptif berdasarkan model CIPP, sedangkan data kualitatif dianalisis menggunakan model interaktif Miles, Huberman, dan Saldaña. Hasil penelitian menunjukkan bahwa seluruh dimensi CIPP berada pada kategori positif. Dimensi Context memperoleh nilai rata-rata 3,8025, Input sebesar 4,0711, Process sebesar 4,2323 sebagai dimensi dengan skor tertinggi, dan Product sebesar 4,0693. Berdasarkan hasil evaluasi secara keseluruhan, Program CDC dikategorikan *perceived effective* dalam mendukung pengembangan employability mahasiswa. Meskipun demikian, beberapa aspek masih memerlukan perbaikan, terutama peningkatan sosialisasi program, penguatan komunikasi dengan mahasiswa, penambahan sumber daya manusia, serta penyempurnaan sistem monitoring dan umpan balik. Hasil wawancara menunjukkan bahwa mahasiswa memandang program CDC berkontribusi dalam memperkuat identitas karier, meningkatkan kemampuan adaptasi, serta mengembangkan human capital dan social capital yang mendukung kesiapan mereka memasuki dunia kerja. Penelitian ini menyimpulkan bahwa model CIPP merupakan kerangka evaluasi yang komprehensif untuk menilai implementasi program Career Development Center serta menghasilkan informasi yang dapat digunakan sebagai dasar pengambilan keputusan dalam meningkatkan kualitas layanan pengembangan karier di perguruan tinggi.

Kata kunci: Career Development Center, CIPP, evaluasi program, employability, pendidikan tinggi.

ABSTRACT

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This study aimed to evaluate the Career Development Center (CDC) program at Hubei Enshi College using the Context, Input, Process, and Product (CIPP) evaluation model and to examine students' perceptions of the program's contribution to their employability. The study employed a mixed-method evaluation design with a quantitative-dominant approach supported by qualitative data. A total of 127 students who had participated in the CDC program were selected through simple random sampling to complete the questionnaire, while semi-structured interviews were conducted with 10 students and 4 teachers using purposive sampling. Quantitative data were analyzed using descriptive statistics based on the CIPP framework, whereas qualitative data were analyzed using the interactive model of Miles, Huberman, and Saldaña. The findings revealed that all four CIPP dimensions were evaluated positively. The Context dimension obtained a mean score of 3.8025, Input 4.0711, Process 4.2323 as the highest-rated dimension, and Product 4.0693. Overall, the CDC program was categorized as perceived effective in supporting students' employability development. Nevertheless, several areas require further improvement, particularly program promotion, communication with students, staffing capacity, and monitoring and feedback mechanisms. The interview findings further indicated that students perceived the CDC program as strengthening their career identity, enhancing personal adaptability, and developing both human capital and social capital to improve their career readiness. This study concludes that the CIPP model provides a comprehensive framework for evaluating Career Development Center programs and offers evidence-based information to support institutional decision-making and the continuous improvement of career development services in higher education.

Keywords: Career Development Center, CIPP evaluation, employability, higher education, program evaluation.