

ABSTRACT

This study aims to analyze the effect of Kartu Indonesia Pintar Kuliah (KIP-K) scholarship on the performance of students from the 2021–2023 cohort at Diponegoro University. The background of this research is based on the issue of high education costs, which make it difficult for individuals from low-income groups to access higher education. This issue is also reflected in the still low participation rate in higher education in Indonesia.

This study uses a quantitative approach with a survey method through the distribution of questionnaires via Google Form. The sampling technique used is purposive sampling, with respondents consisting of students who are recipients of the KIP-K scholarship. The data obtained were analyzed using multiple linear regression with the assistance of SPSS 26 software.

The results show that the KIP-K scholarship has a positive and significant effect on three indicators of student performance: Grade Point Average (GPA), academic achievement, and participation in student organizations.

Keywords: *KIP-K scholarship, GPA, academic achievement, organizational involvement*