

PLAGIAT MERUPAKAN TINDAKAN TIDAK TERPUJI

ABSTRAK

ANALISIS KEPUASAN MAHASISWA TERHADAP PELAYANAN KESEKRETARIATAN

Studi Kasus: Mahasiswa FKIP Universitas Sanata Dharma Yogyakarta

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2012

Penelitian ini bertujuan untuk mengetahui (1) tingkat kepuasan mahasiswa masing-masing Program Studi di FKIP USD terhadap pelayanan staf kesekretariatan; (2) tingkat kepuasan mahasiswa FKIP USD secara keseluruhan terhadap pelayanan staf kesekretariatan.

Penelitian studi kasus ini dilaksanakan di Fakultas Keguruan dan Ilmu Pendidikan Universitas Sanata Dharma Yogyakarta pada bulan September – Oktober 2011.

Populasi dalam penelitian ini adalah mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas Sanata Dharma angkatan 2008-2010 yang berjumlah 2.731 mahasiswa. Jumlah sampel sebanyak 366 mahasiswa diambil dengan teknik *Proporsional Sampling*. Data diperoleh dengan teknik kuesioner dan dokumentasi. Teknik analisis data yang digunakan adalah teknik analisis deskriptif, metode SERVQUAL dan analisis komparasi *wilcoxon*.

Hasil penelitian menunjukkan bahwa: (1) mahasiswa masing-masing program studi di FKIP USD tidak puas dengan pelayanan staf kesekretariatan; (2) mahasiswa FKIP USD secara keseluruhan tidak puas terhadap pelayanan staf kesekretariatan ditinjau dari dimensi SERVQUAL, dengan indeks masing-masing dimensi adalah -2,41 (kinerja < harapan) untuk dimensi bukti langsung, -3,97 (kinerja < harapan) untuk dimensi keandalan, -2,89 (kinerja < harapan) untuk dimensi daya tanggap, -2,44 (kinerja < harapan) untuk dimensi jaminan, dan -4,44 (kinerja < harapan) untuk dimensi empati. Hasil perhitungan uji *wilcoxon* menunjukkan bahwa perbedaan yang terjadi antara rata-rata harapan dan rata-rata kinerja adalah signifikan ($Z_{hitung} -12,125 > Z_{tabel} -1,96$).

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ABSTRACT

ANALYSIS OF UNIVERSITY STUDENT'S SATISFACTION TOWARDS THE SERVICES OF SECRETARIAL STAFF

A Case Study: Faculty of Teachers Training and Education Students
of Sanata Dharma University Yogyakarta

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2012

This study aims to detect: (1) the level of student's satisfaction in every level of study program in Faculty of Teachers Training and Education Sanata Dharma University towards the services of secretarial staff; (2) the level of student's satisfaction in Faculty of Teachers Training and Education Sanata Dharma University towards the services of secretarial staff.

This study is a case research conducted in Faculty of Teachers Training and Education Sanata Dharma University Yogyakarta from September to October 2011.

Population of this study are 2.731 students of Faculty of Teachers Training and Education Sanata Dharma University, 2008-2010 batch. The samples were taken with Proporsional Sampling technique. The data were obtained by questionnaire and documentation technique. The data analysis techniques were analysis descriptive technique, SERVQUAL method and Wilcoxon comparison analysis.

The result indicated that: (1) students of each study program of Faculty of Teachers Training and Education Sanata Dharma University are not satisfied with the services of secretarial staff; (2) all students of Faculty of Teachers Training and Education Sanata Dharma University are not satisfied with the services of secretarial staff, it can be seen from SERVQUAL dimension with each dimension index is -2,41 (expexted < perceived) to direct evidence dimension, -3.97 (expexted < perceived) to reliability dimension, -2.89 (expexted < perceived) to capacity of response dimension, -2.44 (expexted < perceived) to guarantee dimension and -4.44 (expexted < perceived) to empathy dimension. The result of Wilcoxon test calculation shows that the difference occurred between expectation and performance average are significant ($Z_{count} = -12.125 > Z_{tabel} = -1.96$).