

ABSTRAK

“PERBEDAAN PERSEPSI MAHASISWA TERHADAP KUALITAS PELAYANAN KANTIN KOPERASI MAHASISWA BERDASARKAN TAHUN ANGKATAN DAN JENIS KELAMIN”

Studi Kasus pada Kantin Koperasi Mahasiswa Kampus Satu Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk mengetahui tingkat persepsi mahasiswa terhadap kualitas pelayanan kantin koperasi mahasiswa kampus satu dan untuk mengetahui perbedaan persepsi mahasiswa terhadap kualitas pelayanan kantin koperasi mahasiswa berdasarkan tahun angkatan dan jenis kelamin di Kantin Koperasi Mahasiswa Kampus Satu Universitas Sanata Dharma Yogyakarta. Populasi dalam penelitian ini adalah mahasiswa kampus satu Universitas Sanata Dharma yang pernah membeli di kantin koperasi mahasiswa kampus satu, Universitas Sanata Dharma. Sampel dalam penelitian ini ditentukan sebanyak 100 mahasiswa dan teknik pengambilan sampel menggunakan *Accidental Sampling*. Teknik pengumpulan data dengan menggunakan kuesioner kepada mahasiswa. Teknik analisis data yang digunakan adalah uji validitas, realibilitas, uji normalitas dan *Independent sampel t test*. Berdasarkan hasil analisis data diketahui bahwa: 1) Persepsi mahasiswa terhadap kualitas pelayanan kantin koperasi mahasiswa kampus satu Universitas Sanata Dharma tergolong “Baik”. 2) Tidak ada perbedaan persepsi mahasiswa terhadap kualitas pelayanan kantin koperasi mahasiswa berdasarkan tahun angkatan dan jenis kelamin.

Kata Kunci: Kualitas Pelayanan, *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, *Empathy*.

ABSTRACT

“DIFFERENT PERCEPTIONS OF STUDENTS TOWARDS THE QUALITY OF SERVICES OF THE CANTEEN OF STUDENT COOPERATIVE BASED ON ACADEMIC YEARS AND GENDER”

A Case Study at the Canteen of Student Cooperative
Campus One Sanata Dharma University Yogyakarta

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2014

The purpose of the research was to identify the level of students perceptions towards the quality of service provided by the canteen of the student cooperative of campus one and to identify the difference of the perception towards the service based on academic years and gender. The population of the study was the students of Sanata Dharma University who ever bought something at the student canteen at campus one Sanata Dharma University where as the sample was chosen 100 students by way of sample taking technique of *Accidental Sampling*. The data collecting technique was questionnaires to the students where as the data analyzing technique used the validity test, reliability test, normality test, and independent sample t test. Based on the result of the data analyses, there had been identified that: 1) the students perceptions towards the quality of service provided by the canteen of the student cooperative of campus one was “good”. 2) There was not any difference between the students perception of the service of the canteen of students cooperative based on the academic year, as well as based on the gender.

Key words: Service Quality, Tangibles, Reliability, Responsiveness, Assurance, Empathy.