

ABSTRAK

ANALISIS KEPUASAN MAHASISWA FAKULTAS EKONOMI TERHADAP PELAYANAN UNIVERSITAS SANATA DHARMA

Santi

Universitas Sanata Dharma

Yogyakarta

Universitas Sanata Dharma adalah perusahaan jasa yang bergerak dibidang pendidikan. Pelayanan yang diberikan oleh Universitas hendaknya dapat memuaskan mahasiswa. Mahasiswa akan puas apabila pelayanan Universitas diberikan dengan baik dan sesuai dengan yang diharapkan. Hal ini akan berdampak positif bagi Universitas Sanata Dharma yaitu terciptanya loyalitas dan kepercayaan mahasiswa.

Tujuan penelitian ini untuk mengetahui tingkat kepuasan mahasiswa Fakultas Ekonomi terhadap pelayanan Universitas Sanata Dharma. Dalam penelitian ini penulis menggunakan alat ukur *SERVQUAL*. Alat ini digunakan untuk mengukur persepsi mahasiswa dan harapan mahasiswa terhadap pelayanan Universitas Sanata Dharma.

Hasil pengukuran yang berdasarkan *SERVQUAL*, dapat diketahui:

- 1) pelayanan yang berdasarkan dimensi *tangibles*, mahasiswa menyatakan tidak puas.
- 2) pelayanan yang berdasarkan dimensi *reliability*, mahasiswa menyatakan tidak puas.
- 3) pelayanan yang berdasarkan dimensi *responsiveness*, mahasiswa menyatakan tidak puas.
- 4) pelayanan yang berdasarkan dimensi *assurance*, mahasiswa menyatakan tidak puas.
- 5) pelayanan yang berdasarkan dimensi *empathy*, mahasiswa menyatakan tidak puas.

ABSTRACT

THE SATISFACTION ANALYSIS OF ECONOMIC FACULTY'S STUDENTS TO THE SERVICE OF SANATA DHARMA UNIVERSITY

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Sanata Dharma University is a service company operating in the educational field. The services provided by the university should be able to satisfy students. The students will be satisfied if the university's services are offered in good and appropriate ways with what to be expected. This will have a positive impact for Sanata Dharma University, that is, the creation of loyalty and trust of the students.

This research is aimed at understanding the satisfaction level of Economic Faculty's students to the service of Sanata Dharma University. Within the research, the author used **SERVQUAL** measure tool. This tool was used to measure students' perception and expectation toward the service of Sanata Dharma University.

Out of the measurement result that was based upon **SERVQUAL**, it can be known:

1) The service, which was based on tangibles dimension, the students were stated not satisfied. 2) The service, which was based on reliability dimension, the students were stated not satisfied. 3) The service, which was based on responsiveness dimension, the students were stated not satisfied. 4) The service, which was based on assurance dimension, the students were stated not satisfied. 5) The service, which was based on empathy dimension, the students were stated not satisfied.

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Out of the measurement result that was based on **SERVQUAL**, it can be known:

- 1) The students were not satisfied with the service, which was based on tangibles dimension.
- 2) The students were not satisfied with the service, which was based on reliability dimension.
- 3) The students were not satisfied with the service, which was based on responsiveness dimension.
- 4) The students were not satisfied with the service, which was based on assurance dimension.
- 5) The students were not satisfied with the service, which based on empathy dimension.