

ABSTRAK

Kepuasan Mahasiswa Pendidikan Ekonomi Terhadap Kualitas Layanan Dosen

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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) Kepuasan mahasiswa Pendidikan Ekonomi terhadap kualitas layanan dosen ditinjau dari materi pembelajaran; (2) Kepuasan mahasiswa Pendidikan Ekonomi terhadap kualitas layanan dosen ditinjau dari metode pembelajaran; (3) Kepuasan mahasiswa Pendidikan Ekonomi terhadap kualitas layanan dosen ditinjau dari penilaian pembelajaran; (4) Kepuasan mahasiswa Pendidikan Ekonomi terhadap kualitas layanan dosen ditinjau dari media pembelajaran.

Populasi dalam penelitian ini adalah mahasiswa Pendidikan Ekonomi angkatan 2002 – 2006 yang berjumlah 158 orang. Jumlah sampel dalam penelitian ini adalah 113 orang. Sampel diambil dengan metode kombinasi *proportional sampling* dan *random sampling*, teknik ini kemudian dinamakan *proportional random sampling*. Teknik pengumpulan data yang digunakan adalah kuesioner dan dokumentasi. Teknik analisis data yang digunakan adalah analisis deskriptif dengan menggunakan PAP tipe I (penilaian acuan patokan tipe I).

Hasil penelitian menunjukkan bahwa: (1) mahasiswa Pendidikan Ekonomi sangat puas terhadap kualitas layanan dosen ditinjau dari materi pembelajaran sebab terdapat 93% mahasiswa puas (6% mahasiswa sangat puas, 32% mahasiswa kepuasannya tinggi, 55% mahasiswa cukup puas) terhadap kualitas layanan dosen ditinjau dari materi pembelajaran, sedangkan 7% mahasiswa tidak puas; (2) mahasiswa Pendidikan Ekonomi cukup puas terhadap kualitas layanan dosen ditinjau dari metode pembelajaran sebab terdapat 66% mahasiswa puas (4% mahasiswa sangat Puas, 17% mahasiswa kepuasannya tinggi, 45% mahasiswa mempunyai kepuasan cukup) terhadap kualitas layanan dosen ditinjau dari metode pembelajaran, sedangkan 34% mahasiswa tidak puas (18% mahasiswa mempunyai kepuasan rendah, 16% mahasiswa sangat tidak puas); (3) mahasiswa Pendidikan Ekonomi puas terhadap kualitas layanan dosen ditinjau dari evaluasi/penilaian pembelajaran sebab terdapat 78% mahasiswa puas (5% mahasiswa sangat puas, 52% mahasiswa kepuasannya tinggi, 21% mahasiswa mempunyai kepuasan cukup) terhadap kualitas layanan dosen ditinjau dari evaluasi/penilaian pembelajaran, sedangkan 22% mahasiswa tidak puas (12% mahasiswa mempunyai kepuasan rendah, 10% mahasiswa sangat tidak puas); (4) mahasiswa Pendidikan Ekonomi sangat puas terhadap kualitas layanan dosen ditinjau dari media pembelajaran sebab terdapat 93% mahasiswa sangat puas (63% mahasiswa sangat puas, 34% mahasiswa mempunyai kepuasan tinggi, 7% mahasiswa cukup puas) pada kualitas layanan dosen ditinjau dari media pembelajaran dan 7% mahasiswa tidak puas (3% mahasiswa mempunyai kepuasan rendah, 4% mahasiswa sangat tidak puas).

ABSTRACT

SATISFACTION OF STUDENTS OF ECONOMICS DEPARTMENT FACULTY OF
EDUCATION TOWARD THE SERVICE QUALITY OF THEIR LECTURERS

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The aims of this research are to test and analysis the satisfaction of students of Economics Department Faculty of Education toward the service quality of their lecturers viewed from their (1) materials; (2) methods of teaching; (3) assessment and (4) their media.

The populations of this research were 158 students of Economics Department Faculty of Education who belonged to 2002-2006 academic year. The total samples were 113 students taken by the combination of proportional and random sampling. Techniques of data collection were documentation and questionnaire. The technique of data analysis was descriptive analysis by using PAP type I.

The results of this research show that (1) the students were very satisfied with the service quality of their lecturers viewed from their materials. It can be seen that 93% of them were satisfied (6% were very satisfied, 32% had got high satisfaction, and 55% were satisfied enough), while 7% of them were not satisfied; (2) the students were satisfied enough with the service quality of their lecturers viewed from their methods of teaching. It can be seen that 66% were satisfied (4% were very satisfied, 17% gained high satisfaction, and 45% were satisfied enough), while 34% of them were not satisfied (18% had very low satisfaction, 16% were not very satisfied); (3) the students were satisfied enough with the service quality of their lecturers viewed from their assessment. There were 78% of the students were satisfied (5% were very satisfied, 52% had got high satisfaction, and 21% were satisfied enough), while 22% of them were not satisfied (12% had very low satisfaction, 10% were not very satisfied); (4) the students were satisfied enough with the service quality of their lecturers viewed from of their media. It can be seen that 93% of them were very satisfied (63% were very satisfied, 34% had got high satisfaction, and 7% were satisfied enough), while 7% of the students were not satisfied with the media that their lecturers used (3% had got low satisfaction, and 4% were not very satisfied).