

ABSTRAK

**ANALISIS PENGARUH KEPUASAN MAHASISWA AKAN KINERJA
DOSEN, PELAYANAN STAFF KESEKRETARIATAN, DAN
KETERSEDIAAN FASILITAS TERHADAP LOYALITAS MAHASISWA
DI UNIVERSITAS SANATA DHARMA**

Studi Kasus pada Universitas Sanata Dharma Yogyakarta

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Penelitian ini bertujuan untuk menguji dan menganalisis: (1) pengaruh kepuasan mahasiswa akan kinerja dosen dan ketersediaan fasilitas terhadap loyalitas mahasiswa dan (2) hubungan kepuasan mahasiswa akan pelayanan staff kesekretariatan dengan loyalitas mahasiswa di Universitas Sanata Dharma Yogyakarta.

Jenis penelitian ini adalah penelitian korelasional. Teknik pengumpulan data yang digunakan dokumentasi dan kuesioner. Sedangkan teknik analisis data yang digunakan adalah analisis regresi linear berganda dan uji korelasi spearman.

Hasil penelitian menunjukkan bahwa: (1) Kepuasan mahasiswa akan kinerja dosen dan ketersediaan fasilitas mempunyai pengaruh yang positif dan signifikan secara bersama-sama terhadap loyalitas mahasiswa ($r_{KD} = 0,120$, $sig = 0,001$ dan $r_{KF} = 0,151$, $sig = 0,17$ dengan $F = 13,577$, $sig = 0,000$) dan (2) Kepuasan mahasiswa akan pelayanan staff kesekretariatan berhubungan positif dan signifikan dengan loyalitas mahasiswa ($r = 0,368$; $\rho = 0,000$).

ABSTRACT

**THE ANALYSIS OF THE INFLUENCE OF STUDENTS` SATISFACTION
TOWARDS THE COMPETENCE OF THE LECTURERS, SERVICES OF
THE SECRETARIAL STAFF AND THE AVAILABILITY OF THE
FACILITY TOWARDS THE LOYALTY OF THE STUDENTS AT
SANATA DHARMA UNIVERSITY YOGYAKARTA**

A Case Study at Sanata Dharma University Yogyakarta

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This research aims to examine and analyze: (1) the influence of students` satisfaction toward the lecturer`s competence and the availability of the facility towards the students` loyalty and (2) the relation between students` satisfaction and the services of the secretarial staff in Sanata Dharma University Yogyakarta.

The type of this research is a corelational research. The data were obtained by using documentation and questionnaire techniques, whereas techniques of analyzing the data were multiple regression analysis and spearman`s on corelation.

The result of this study shows that: (1) the students` satisfaction towards the lecturers` competence and the availability of the facility are positive and significant towards the loyalty of the students ($r_{KD} = 0,120$, $sig = 0,001$ and $r_{KF} = 0,151$, $sig = 0,17$ with $F = 13,577$, $sig = 0,000$) and (2) the students` satisfaction towards the services of secretarial staff has significant and positive relationship towards the students` loyalty ($r = 0,368$; $\rho = 0,000$).