SATISFACTION ANALYSIS THE OCCUPANT OF THE DORMITORY FOR STUDENT OF SEPULUH NOPEMBER INSTITUTE OF TECHNOLOGY (ITS) SURABAYA

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ABSTRACT

Sepuluh Nopember Institute of Technology (ITS) Surabaya as one of the educational institution is always trying to improve the quality. One of the facilities which provided is student dormitory. This study is purposed to know the occupants characteristic of ITS student dormitory with descriptive analysis method as well as to know the gap and the tendency of criteria grouping service variable with using gap analysis method and correspondence analysis. Respondent characteristic of occupants of the new dormitory for ITS student have demography data as follow: majority of respondents is female with 52% of age ≤ 19 years and between the ages of 20 years to 21 years is as much as 43%, 66% of them came from outside of Surabaya with their average of monthly allowance between Rp 500,001 to Rp 1000,000 around 68 %. Whereas for the behavior characteristic of the occupants can be explained that majority of occupants dormitory get information from the ITS website around dormitory is 59%. The result of gap analysis is found that the facts which was obtained from the fifth of dimension with regard to services provided by dormitory manager is still less than satisfactory and is not conform to expectation. Overall the correspondence analysis (tendency) was obtained that occupants the longer they stayed in the dorms did not make the occupant getting feel satisfied with the service.

Keywords: Dormitory, GAP Analysis, Correspondence Analysis