IMPORTANCE PERFORMANCE ANALYSIS (IPA) APPLICATION ON THE LECTURE’S PERFORMANCE IN ITS STATISTICS DEPARTEMENT

Name : Ruhul Akbar
NRP : 1306030002
Department : Statistics
Advisor : Dr. Bambang Widjanarko Otok, M.Si.

Abstract
This study aims to determine the level of student satisfaction on the lecturer’s performance in ITS Statistics Department and know the gap between expectation and reality given service. Source data used are primary data. Techniques to collect data by survey and observation. The number of respondents drawn from 115 respondents to the sampling method used is the method of probability sampling, using random sampling. Statistical methods used in this study is the importance of performance analysis (IPA) and customer satisfaction index (CSI). In the quadrant analysis for each competence and overall competence, there are indicators that need improvement. Based on the quadrant analysis, the level of student satisfaction can be seen in the second quadrant which is the expectation and the fact students have been appropriate. Overall, students felt satisfied with the performance of the ITS Statistics Department faculty. This can be known from the value of student satisfaction index of 73.76 percent, which values are within the range of satisfied categories. In gap analysis, there is a gap between expectations and reality in the service. The gap is based on the data plot below the expectations of students.

Keywords: Importance performance analysis (IPA), Customer satisfaction index (CSI), gap.