COMMUNITY PERCEPTION ANALYSIS TOWARD THE CAMPUS OF SEPULUH NOPEMBER INSTITUTE OF TECHNOLOGY (ITS) SURABAYA

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Abstract
Sepuluh Nopember Institute of Technology (ITS) Surabaya, as an educational institution has a big responsibility towards the community in addition to carrying out its duties and functions as an education provider. In order to know the public perception of ITS, the research is conducted in which measurements are based on five dimensions of perception, tangibility (direct evidence), reliability, responsiveness, assurance and empathy. The analysis used to measure expectations and perceptions of society is a Gap Analysis. The pattern of relationships between the charactereristic of community sustainability with the perception analyzed by Structural Equation Modelling (SEM). From the analysis concluded that there was still many aspects that must be addressed by ITS in conjunction with surrounding communities. The biggest expectation is in aspects of public assurance (assurance) will be a good family life conditions in the future. While Structural Equation Modelling analysis concluded that the variable has a significant negative community characteristics on perceptions of ITS. Of the three aspects that make up the characteristics of community sustainability (social, economic and environmental), social aspects into the variables that contributed the most impact.

Keywords: Gap Analysis, Community Sustainability, Structural Equation Modelling, Perception