STUDENT SATISFACTION MEASUREMENT TO THE SERVICE OF BAAK ITS

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Abstract

Biro Administrasi Akademik dan Kemahasiswaan (BAAK ITS) is the one of units in ITS which has a big a role in student’s administration services. Smoothness study of college students is influenced by its administration service quality. That makes measuring student satisfaction become an important thing since BAAK should find out which part of their service that still lack of quality. This research aims to find out the service quality gap in BAAK ITS by adopting SERVQUAL, and then determine the most critical attributes by using Analytical Hierarchy Process, and afterwards determine recommendations for improvement of the attributes of these priorities by Pugh method. The result showed that the method of SERVQUAL and AHP obtained five attributes that are critical to repair, ie Alertness of Counter Officer Against Student Arrival, Service Schedule Accuracy, Speed of Counters Service Officer, Willingness To Provide Explanation About Procedure, Procedure Information Availability. Then a concept of improvement is chosen between couple improvement concepts which is concept of Increased Employee Discipliness.

Keyword : Student Satisfaction, SERVQUAL, Analytical Hierarchy Process (AHP), PUGH