Summary

ARHAD KAMAHAYANIKAN VRATYASTOMA. The Analysis of The Student’s Satisfaction Toward Service of School of Technobiology at Atma Jaya Catholic University of Indonesia. Supervised by ARIF IMAM SUROSO and MOHAMMAD DJEMDJEM DJAMALUDIN.

This research aims to analyze service level organized by School of Technobiology and the student satisfaction level toward service of School of Technobiology as well as to determine the factors that influence it. The research is expected to provide information about advantages as well as shortcomings for the School of Technobiology and will be able to better satisfy the students.

The research was conducted using a set of questionnaire to 193 active students of the School of Biotechnology odd semester in academic year 2011-2012. Sampling method that uses Probability Stratification Random Sampling by class. The questionnaire uses a Likert scale (1 to 5) to answer questions related items with five dimensions of Service Quality.

Methods for data processing and analyzing in this study provide complementary results relevant to its purpose. Descriptive analysis describes the general characteristics of the respondents who participated in this study. Cross-tabulation analysis (Cross tabulation) provide information about the characteristics of the respondents relationship with overall satisfaction, while the IPA and PRA aims to determine the priority of service improvement.

The results showed that the general level of service perceived students is a good (4), and further study on the level of overall satisfaction is satisfied (4). Based on the results of cross tabulation analysis, the satisfaction levels are not significantly affected by class characteristics, gender and age. Identification of service attributes based on five dimensions ServQual with 35 service attributes consists of nine Tangible attributes, seven Reliability attributes, six Responsiveness attributes, four Assurance attributes, and nine Emphaty attributes.

The results showed that students perceived performance on each attribute is a good, but if there are further examined the difference (gap score) between the performance of the expectations on each attribute.

The service quality reflected by attributes, that can be grouped into five dimensions servqual. Based on the survey results revealed that the quality service average on each dimension is between 3.76 (Responsiveness) and 3.99 (Reliability). School of Technobiology is recommended to maintain the performance of the service that had been done. In addition to the School of Technobiology in providing services is also recommended for a little more attention to dimensions of responsiveness, because even though the average level of service for each dimension is relatively good, but the average level of service Responsiveness dimension to get the lowest score among the five dimensions servqual.

Based on the survey results revealed that the gap score on each dimension is between -0.83 (Responsiveness) and -0.50 (Assurance). This indicates that there is still a chance to increase customer satisfaction through improved service performance, especially in the Responsiveness. School of Technobiology in providing services to improve student satisfaction, it is advisable to pay more
Based on the analysis using the IPA, there are 11 attributes known to affect student satisfaction because it is considered very important, but the level of implementation or compliance has not been satisfactory, while based on the analysis using the PRA, it is known that there are 28 attributes included in performance attributes when respondents' expectations can be met will increase satisfaction and vice versa if the respondents' expectations cannot be met it will reduce satisfaction.

Based on the analysis results using a combination of Importance Performance Analysis and Penalty Reward Analysis obtained eight attributes are advised to get more attention in improving the performance of services on Tangible dimension, there are two attributes that are suggested to be considered, The use of technology for administration (X4) and The use of equipment in laboratory (X6), there is one attribute in Reliability that needs to be considered, The timeliness and realization of administrative services (X14), there are three attributes in Responsiveness that are suggested to be considered include Administrative services procedures (X19), Laboratory services procedures (X21), and The laboratory services process (X22), there are two attributes in Empathy that are suggested to be considered include The complaints in the lecture (X27) and The understanding administrative services need (X30).

School of Technobiology is recommended to maintain the performance of services that are already underway, but it refers to the results obtained on the managerial implications suggested there were several attempts to improve the performance of services, among others: (a) School of Technobiology is advisable to provide some additional infrastructure and facilities, and (b) School of Technobiology needs to improve competence, responsiveness and empathy administrative staff and laboratory staff through training.

Key words: students satisfaction, gap analysis, service quality