SUMMARY

RATU ANNA NAZLA LAILA. Educational Services Evaluation of Graduate Program at Bogor Agricultural University. Supervised by HARI WIJAYANTO and H. MUSA HUBEIS.

Education is a process that required to develop towards changes and environment development. In order to be a competitive higher education in global world, then the university have to be regard in its education quality in producing human resources. Student-oriented education and their staff administrator evaluation is an education paradigm that have to be keep to build. This logical consequence that IPB needed to conduct a research in implementation of education services evaluation of graduate programs and its effect towards student satisfaction and loyalty. Loyalty is assumed as institution's ability to attract new students and to keep students. Educational services evaluation that studied based on Parasuraman et al. (1988) theory, which is classified services quality into five dimensions, namely tangible, reliability, responsiveness, assurance and empathy.

This study aimed to: (1) analyze the performance of education services quality of IPB graduate programs and the priority level, (2) analyze the influence of the educational services quality toward IPB graduate students satisfaction and students loyalty, (3) analyze the satisfaction effect toward students loyalty, and (4) reviewing the managerial implications on improving the student loyalty. Services evaluation were analized using Importance Performance Analysis (IPA), Biplot and Structural Equation Modelling-Partial Least Square (PLS-SEM). Number of respondents were 200 students from two groups of regular study programs/majors field based on some indicators of the average student intake/year.

The results based on IPA analysis, it showed that the student expectations of IPB Graduate School towards the implementation of education services mostly have been met, however it needs to be improved on the tangible and responsiveness attributes. Faculty evaluation by using biplot analysis showed that relatively the best performance toward the attributes and dimensions of services quality was multidisciplinary program under IPB Graduate School as its homebase, and relatively the worst performance was Faculty of Agriculture and Faculty of Veterinary Medicine. In addition, the correlation level between the attributes and dimensions of services quality was quite high. Based on SEM-PLS analysis, it was known that services quality significantly affected the student satisfaction. Furthermore, the student loyalty significantly affected by both the educational services quality and the students satisfaction. In addition, R-Square value for satisfaction was 0.500. It means that the services quality has contributed positively to the satisfaction as much as 50%, and the rest 50% was influenced by other factors. Furthermore, R-Square value for loyalty was 0.307, it means that loyalty was positively influenced by the services quality and satisfaction as much as 30.7%, and the rest 69.3% was influenced by other factors.

Managerial implications in improving of IPB graduate students loyalty through improvement of the education services quality were a top priority in the analysis of the interest and performance level. Faculty evaluation by using biplot showed that the Faculty of Agriculture and Faculty of Veterinary Medicine have
The results of SEM analysis showed an increasing in the services quality and students satisfaction can improve student loyalty.

Keywords: educational service, graduate program, evaluation, IPB