



## SUMMARY

WIDARYANTI. Study on The Students Satisfaction Oriented: Academic Service Improvement Strategy (Case Study: Department of Aquatic Resources Management, Faculty of Fisheries and Marine Sciences, Bogor Agricultural University) Supervised by ARIEF DARYANTO and ANAS MIFTAH FAUZI.

Higher education institutions must have a strategy change management in the increasingly competitive business environment. A continuous performance improvement should be made accordingly. This study was conducted with the case of Department of Aquatic Resources Management (DARM), Faculty of Fisheries and Marine Sciences, Bogor Agricultural University, to analyze the priority of academic services improvement which were oriented in student satisfaction.

This study used a survey design. Conducted using SERVQUAL instrument with 195 active students of undergraduate program in academic year 2014/2015 as respondents. The questionnaire covered five dimensions of service quality academic services, namely tangibles, reliability, responsiveness, assurance, and empathy. Validity and reliability tests were applied. A difference test was used to assess differences between students' levels of expectations, and actual perceptions, of education quality. SERVQUAL gap analysis was conducted to evaluate the perceived service quality of DARM. Importance performance analysis, a technique designed to assess the extent of satisfaction of respondents with respect to institutional performance, was also used, and the results of the analysis were illustrated using a Cartesian diagram. Principal component analysis (PCA) was used to assess the SERVQUAL dimension that was most important to address to enhance students' satisfaction with DARM.

Data analysis with SPSS showed that all of the questions were valid and the questionnaire is reliable. The results of the difference test showed a difference between students' expectations, and actual perceptions, of the education quality of DARM. The results of SERVQUAL gap analysis indicated that the education service quality of DARM needs to be improved because it shows negative gap value for all service quality attributes. Furthermore, the results of Principle Component Analysis (PCA) showed that the priority in changes management performed is to focus on internal factors of DARM.

Recommendations change management strategy as follow to make service standards for the overall education services, to build Customer Relationship Management (CRM) system, to build the capacity of DARM through the principles of good university governance, improvement of contents curriculum, teaching materials, and changes in teaching methods and to reallocate the resources that can support the success of improving the quality of education services provided.

**Key words:** change management, PCA, SERVQUAL

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