

ABSTRAK

Skripsi ini membahas mengenai “Analisis Dimensi Kualitas Pelayanan Akademik Terhadap Kepuasan Alumni Universitas Mercu Buana”. Data diperoleh melalui survey dengan menyebarkan kuesioner terhadap 52 alumni. Teknik pengambilan sampel yang digunakan adalah *Nonprobability Sampling* dengan metode *accidental sampling*. Alat yang digunakan untuk menganalisis kepuasan alumni dengan *Importance Performance Analysis* (IPA) dimana itu merupakan suatu penerapan kualitas pelayanan dan kepuasan pelanggan. Hasil pengujian menunjukkan bahwa responden merasa belum puas dengan kualitas pelayanan yang diberikan.

Untuk penelitian selanjutnya disarankan untuk melakukan penelitian kualitas pelayanan akademik diseluruh fakultas Universitas Mercu Buana.

Kata Kunci : Dimensi Kualitas Pelayanan (Bukti Fisik, Empati, Ketanggapan, Keandalan, Jaminan), Kepuasan Alumni.

ABSTRACT

This paper discusses the "Dimensional Analysis Quality Academic Services Against Mercu Buana University Alumni Satisfaction". The data obtained through the survey by distributing questionnaires to 52 alumni. The sampling technique used was nonprobability sampling with accidental sampling method. The tools used to analyze the satisfaction of alumni with Importance Performance Analysis (IPA) where it is an application service quality and customer satisfaction. The test results showed that the respondents were not satisfied with the quality of services provided.

For further research is recommended to conduct research throughout the academic quality of Mercu Buana University faculty.

Keywords : Dimensions of service quality (Tangible, Empathy, Responsiveness, Reliability, Assurance), Alumni Satisfaction.

MERCU BUANA