

ABSTRACT

This study was conducted to determine the influence the quality of school services and teachers' competence on students' of satisfaction.

Data on service quality and competence of school teachers were collected through observation, Focus Group Discussion (FGD) and questionnaires. Questionnaires were distributed to the students of SMA Negeri 101 Jakarta. Using convenience sampling technique, a total of 84 respondents were obtained. The collected data were analyzed using multiple regression techniques and simultaneous partial.

The results showed that there is the influence of service quality on students' satisfaction, similarey there is the influence of teachers' competence on students' satisfaction, and there is the influence of service quality and competence of teachers together on tudents' satisfaction of students. This indicates that student satisfaction is strongly influenced by the quality of service and competence of teachers. When the quality of care and competence of teachers can be improved consistently the satisfaction of students will be optimal.

Key words: Quality of Service, Teacher Competence and Student Satisfaction.

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ABSTRAK

Penelitian ini dilakukan untuk menganalisis pengaruh kualitas pelayanan sekolah dan kompetensi guru terhadap kepuasan siswa.

Data mengenai kualitas pelayanan sekolah dan kompetensi guru dikumpulkan melalui, observasi, *Focus Group Discussion (FGD)* dan kuesioner yang terdistribusi sebanyak 84 orang siswa di SMAN 101 Jakarta Dengan menggunakan metode *teknik convenience sampling* Selanjutnya, data yang terkumpul dianalisis dengan menggunakan teknik regresi berganda secara parsial dan simultan serta korelasi.

Dari hasil analisis data peneliti dapat menyimpulkan : terdapat pengaruh kualitas pelayanan terhadap kepuasan siswa kemudian terdapat pengaruh kompetensi guru terhadap kepuasan siswa, dan terdapat pengaruh kualitas pelayanan dan kompetensi guru secara bersama-sama terhadap kepuasan siswa. Hal ini menandakan bahwa kepuasan siswa sangat dipengaruhi oleh kualitas pelayanan dan kompetensi guru. Bila kualitas pelayanan dan kompetensi guru dapat ditingkatkan secara konsisten maka kepuasan siswa akan menjadi optimal.

Kata kunci : Kualitas Pelayanan, Kompetensi Guru, dan Kepuasan Siswa.



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