

ABSTRACT

Service quality is the benchmark to meet the consumer satisfaction important. Consumer satisfaction will give a positive or negative impact on the image of university. Service quality is highly related to consumer satisfaction. Service quality to give special encouragement for consumers to build mutually beneficial ties in relation between stakeholders with long-term organization

In the field of education segmentation can be used to obtain useful information on the characteristics of learners and used as input to develop academic programs that accommodate the unique character of the learner.

This research study object is the service quality, consumer satisfaction, recommendations and student lifestyle. Research method adopted is the quantitative research using likert scala and dimensions servqual.

Result od regeresion between service and consumer satisfaction is the service quality has a positive and significant relationship with the consumer satisfaction. While the regression result between consumer satisfaction with the recommendation is not influential consumer satisfaction for students to make recommendation to other to lecture at STMIK-Akademi Bina Insani Bekasi.

Based on the hypotheses and the result of the analysis crosstab and chi square test and concluded that there was no relationshio between the lifestyle that they profess with the satisfaction they feel. Satisfaction was not influenced by lifestyle.

Keywords : Servqual, Recommendation, Lifestyle.

U N I V E R S I T A S
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