

ABSTRACT

High education is one of the principal things that can alter our nation. Along with its development, education has been a remarkable service business and has no crisis. Competition becomes more intense. Competitiveness will project image of the college itself. To project an image, a college should try to improve the quality in many aspects. Such as: service, facilities, and infrastructure. A customer's-satisfaction-oriented service quality and some approaches towards potentially good candidates have to be applied by projecting a positive institutional image. A strategy which focusing on service quality (intangible, reability, responsibility, assurance, and empathy) not only is very important but also will affect on loyalty

From explanation above, the objects taken for this research are PNJ and POLBAN students. Those are a state polytechnics located at UI campuss, Depok and Ciwaruga, Bandung respectively

The method used in this research is descriptive method which describes and explains events that happenin now based on theories and numbers and also mixes qualitative and quantitative data.

Whereas the data used in this research are from questionnaire spreading to semester IV students as respondents and secondary data obtained from both polytechnics' internal data.

Those data were processed by using descriptive statistic calculation and statistic method. Then, from the data output, we analyze to explain those data output.

This research is expected to describe, explain, and also provide input for both polytechnics' management so that they repair some parameters which is considered dissatisfying by some many students (negative result), for example: employees serving students friendly and politely, alacrity in serving, completing educational and practical facilities, providing transportation leading to campuss, and also good communication between academicians and students.