

ABSTRACT

Global competition has penetrated the education. Every year, graduates of SMA and SMK are struggling to get the best educational institution, and therefore colleges and universities are competing to get potential students through various academic or financial efforts. The competition occurs not only from private universities in Indonesia but also from international universities. Various marketing efforts have been made to attract the interest of potential students to study. One of the universities in Jakarta is Universitas Mercu Buana (UMB) which has developed special classes for employees i.e. Program Kelas Karyawan particularly at Master's Level (Magister Management).

To win the competition, improvements should be made in terms of services to the students as the service users. It is therefore a need to perform a research to measure the service quality of this program from the perspective of the students as the users.

In general, this research is aimed to analyze Service Quality of the Master's Program at Universitas Mercu Buana in line with the students' satisfaction. The service quality includes various aspects such as Lecturer, Product, Expenses, Staff And Facilities in addition to know what factors are in existence in Education Service Quality at this Master's Program.

87 respondents were taken as the sample which consist of 37 respondents from Meruya Campus, 34 respondents from Menteng Kampus and 16 respondents from Depok Campus.

Correlation analysis of the quality of service of education to the students' satisfaction has been performed and was found significant at level $0.01 < 0.05$, meaning result of analysis of hypothesizing has been proved. It means there is a strong relationship between the two. From calculation of correlation obtained by coefficient of 0.597 meaning each time there is an increase or degradation of quality of education service (X) hence will compare diametrical with increase or degradation of student satisfaction (Y). Jakarta, September 2007

Jakarta, September 2007

Penulis

MERCU BUANA

(Unang Susilo)