

ABSTRACT

This research aims to determine the Administrative Services of the Faculty of Economics and Business at Mercu Buana University which is expected by students, the level of student satisfaction, the superiority of services they have and the recommendations of Mercu Buana University Administration services. The object of this research is service quality with five dimensions, namely Tangible, Reliability, Responsiveness, Assurance and Empathy. Data collection techniques were carried out by distributing questionnaires to 50 respondents. This research integrates the Serqual Method and Quality Function Deployment (QFD). The results of this research indicate that all this time students provide an assessment of the services in the Administration in good condition. Based on the Gap value, all items show a negative score, meaning that the quality of services provided by the TU Faculty of Economics and Business, Mercu Buana University, Jakarta is still not satisfactory because it has not been able to meet the expectations and satisfaction of students. The advantages of TU at Mercu Buana University faculty are service reliability, employee skills training, faculty TU numbers, web management, information boards and suggestion and complaint boxes. Administrative services that need improvement are service reliability, employee skills training, Faculty TU numbers, web management, information boards, and suggestion and complaint boxes.

Keywords: Administration, service quality, student satisfaction, QFD

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pelayanan Tata Usaha Fakultas Ekonomi dan Bisnis Universitas Mercu Buana yang diharapkan mahasiswa, tingkat kepuasan mahasiswa, keunggulan pelayanan yang dimiliki dan rekomendasi pelayanan Tata Usaha Universitas Mercu Buana. Objek penelitian ini adalah kualitas pelayanan dengan lima dimensi yaitu *Tangible* (Berwujud), *Reliability* (Keandalan), *Responsiveness* (Ketanggapan), *Assurance* (Jaminan) dan *Empathy* (Empati). Teknik pengumpulan data dilakukan dengan penyebaran kuesioner 50 responden. Penelitian ini mengintegrasikan Metode Serqual dan Quality Function Deployment (QFD). Hasil penelitian ini menunjukkan bahwa selama ini mahasiswa memberikan penilaian pelayanan yang ada di Tata Usaha dalam kondisi baik. Berdasarkan nilai Gap semua item menunjukkan skor negatif artinya : mutu layanan yang diberikan TU Fakultas Ekonomi dan Bisnis Universitas Mercu Buana Jakarta saat ini masih belum memuaskan karena belum dapat memenuhi harapan dan kepuasan mahasiswa. Keunggulan yang dimiliki TU fakultas Universitas Mercu Buana adalah kehandalan pelayanan, training skill karyawan, nomor TU fakultas, web manajemen, papan informasi dan kotak saran dan keluhan. Pelayanan Tata Usaha yang perlu perbaikan adalah kehandalan pelayanan, *training skill* karyawan, nomor TU Fakultas, web manajemen, papan informasi, dan kotak saran dan keluhan.

Kata kunci: Tata usaha, kualitas layanan, kepuasan mahasiswa, QFD

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