

Analisis kualitas pelayanan administrasi Departemen Teknik Industri UI menggunakan metode servqual = Analysis of quality of service administration Department Of Industrial Engineering UI using servqual

Razaq Mughtar Syahmi, author

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Abstrak

Penelitian ini dilakukan untuk mengetahui kualitas layanan administrasi departemen teknik industri UI dan melihat apakah ada kesenjangan antara persepsi dan harapan mahasiswa. Penelitian dilakukan dengan metode SERVQUAL yang didasarkan atas kesenjangan antara persepsi dan ekspektasi kualitas pelayanan yang diterima mahasiswa.

Fokus penelitian ini ialah pada lima dimensi utama dalam SERVQUAL yaitu : Tangible, Assurance, Responsiveness, Empathy dan Reliability. Penelitian ini menggunakan kuesioner dan melibatkan 72 responden sebagai sampel penelitian. Penelitian ini dilakukan di departemen teknik industri UI.

Hasil nilai ekspektasi mahasiswa sebesar 4,58. Nilai persepsi sebesar 3,47. SERVQUAL Scorenya ialah -1,11 dan nilai Actual SERVQUAL Scorenya sebesar 75,72%.

*This study was conducted to determine the quality of administrative services department of industrial engineering UI and see if there is a gap between the perceptions and expectations of students. The study was conducted with the SERVQUAL method based on the gap between the perceptions and expectations of service quality received by students.*

The focus of this research is on five main dimensions in SERVQUAL are: Tangible, Assurance, Responsiveness, Empathy and Reliability. This study used a questionnaire and involved 72 respondents in the sample study. This research was conducted in the department of industrial engineering UI.

The results of the student expectation value by 4.58. Perception of the value of 3.47. SERVQUAL Score was -1.11 and SERVQUAL Score Actual value of 75.72%.