

## Analisis kepuasan pelanggan eksternal PS Kars FKM UI berdasarkan model AUN-QA tahun 2015 = Quality of the external customer satisfaction PS Kars FKM UI based on AUN-QA model 2015

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### Abstrak

[Survei pendahuluan yang menemukan 3 dari 5 lulusan yang tidak puas terhadap pelayanan menjadi kesenjangan yang terjadi antara tin, gkat kepuasan dengan pelayanan yang diberikan. Penelitian ini bertujuan untuk Mengetahui Analisis Kepuasan Pelanggan Eksternal PS KARS FKM UI Berdasarkan model AUN-QA tahun 2015. Jenis penelitian ini yaitu penelitian kuantitatif dengan desain crosssectional. Penelitian ini dilakukan di wilayah Jabodetabek dari bulan Januari-April 2015.

Populasi yang digunakan sejumlah mahasiswa aktif, lulusan serta instansi pengguna jasa lulusan seluruh angkatan. Hasil penelitian ini seluruh variabel pelayanan PS KARS FKM UI sesuai dengan model AUN QA. Kesimpulan yang dihasilkan adalah Pelanggan Eksternal puas dengan Pelayanan PS KARS FKM UI yang sudah sesuai dengan model AUN QA tahun 2015. Kepuasan Pelanggan harus tetap dijaga dari berbagai kriteria AUN-QA yang ada dan Perlu adanya penelitian lebih lanjut terkait model AUN-QA dalam setiap kriteria yang ada dan setiap kelompok pelanggan.; The preliminary survey found 3 of 5 graduates are not satisfied with the services into gaps between the satisfaction level with the services provided. This study aims to know the PS External Customer Satisfaction Analysis KARS FKM UI based on the model of the AUN-QA 2015. This type of research is quantitative research with cross-sectional design. This research was conducted in the Jabodetabek area in January-April 2015. The population used a active students, graduates and graduates users at all level (institution). Results of this study the suitability of all the variabel based on AUN QA model. The conclusion is satisfied with the External Customer Service PS KARS FKM UI that is in conformity with the model AUN QA 2015. Customer satisfaction should be kept of the various criteria AUN-QA is available and a need for further research related AUN-QA models within each criteria existing and each customer group., The preliminary survey found 3 of 5 graduates are not satisfied with the services into gaps between

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