THE INFLUENCE OF SERVICE QUALITY ON STUDENTS SATISFACTION AT PRIVATE UNIVERSITIES IN BANDAR LAMPUNG

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ABSTRACT

The research is aimed at giving contribution to long-term researches for private universities in Bandar Lampung in developing human resources to be empowered either nationally or internationally by prioritizing the sustainable service and academic system.

It can be reached by using survey method through questionnaire to respondents, consisting of a list of questions on current problems faced by the researcher and asking respondents for responding the questions. This method is used to know how far the service provided by universities in developing their students in Bandar Lampung.

1. Introduction

The development success of a nation is obviously determined by the quality of the human resource, it requires an active role of a university as an educational service provider which is expected to be able to bear qualified human resources. In fact, universities are often criticized by the people The development success of a nation is obviously determined by the quality of the human resource, it requires an active role of a university as an educational service provider which is expected to be able to bear qualified human resources. In fact, universities are often criticized by the people

The development success of a nation is obviously determined by the quality of the human resource, it requires an active role of a university as an educational service provider which is expected to be able to bear qualified human resources. In fact, universities are often criticized by the people, either graduates or students. It acquires every university to be responsible for giving the best service to promote positive image of the people on its work performance. The job performance of university is determined by the human resources at the institution; especially those who directly serve the students need capability and attitude relevant to the job. For private universities considered as the second class universities, it is necessary to pay attention to job performance by increasing the service quality to their students. The service quality is a multi-dimensional satisfaction booster. The service quality cannot be valued based on a company's, but valued based on customers' point of view instead.

Satisfaction from consumers' side is considered good if it can meet what they expect. On the contrary, the service will be taken poor if it does not meet the expectation (Kotler, 2008). The customers satisfaction as a perception to products and services has met the expectation.

2. Research Method

Location also taken as the object of the Reseach is private universities in Bandar Lampung. The variables of the research are:

1. Service quality as independent Variable
2. Students satisfaction as dependent variable

Measured Variables

In this research there are two population elements, i.e. private colleges particularly private colleges of economics (STIE) in Bandar Lampung using Slovin formula (Sevilla, Consuelo G. et.al, 2007) as presented below:

$$n = \frac{N}{N\,(d^2) + 1}$$

where:

n : number of sample

N : number of population

D : estimated deviation 0,1

Data Collecting Technique

In this research, the method used is survey method using questionnaire distributed to respondents, consisting of questions on problems being studied and asking them to answer the list of questions. The method used to collect the primary data which is based on direct communication between researcher and respondents. The distribution of questionnaire is done by using one questionnaire distribution phase to respondents based on *slovin*.

Data Analysis Technique

1. Qualitative Analysis

Qualitative analysis is used to analyze data of information and details of theories or research results in order to get obvious sights on the problems to discuss.

2. Quantitative Analysis

Quantitative analysis is used to analyze secondary data. The measure is obtained from the scores of answers gained through distributed questionnaire.

Statistical analysis used in the research is double linear regressions analysis using SPSS20 program. The analysis of double linear regression is used to measure the influence quantitatively from a change (variable X) towards the other occurrence (variable Y), using the formula according to C. Trihendradi (2012) below:

$$Y = a + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + b_5 X_5 + e$$

where:

Y = customers satisfaction

X1 = reliability

X2 = tangible

X3 = responsiveness

X4 = assurance

X5 = empathy

a = Constanta

b1, b2, b3, b4,b5 = regression coefficient e = error

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