

## ABSTRAK

Penelitian mengevaluasi kepuasan mahasiswa terhadap fasilitas kampus MBA UGM Jakarta menggunakan metode *Importance-Performance Analysis* (IPA) untuk menentukan prioritas perbaikan. Dilakukan pendekatan Standar 2 AACSB terkait pengelolaan sumber daya fisik dan virtual serta menggunakan Lima Dimensi SERVQUAL (*tangible, reliability, responsiveness, assurance, dan empathy*). Hasil survei menunjukkan bahwa koneksi internet, sistem bantuan darurat, penyelesaian keluhan mahasiswa, dan lingkungan kampus yang minim kebisingan memiliki tingkat kepentingan tinggi tetapi kinerja rendah.

Analisis menunjukkan bahwa kampus MBA UGM Jakarta belum sepenuhnya memenuhi standar AACSB; dan dalam aspek *tangible, reliability, responsiveness, dan assurance*. Rekomendasi utama adalah peningkatan fasilitas prioritas dan evaluasi berkala untuk meningkatkan kepuasan mahasiswa serta menjaga reputasi akademik kampus.

**Kata Kunci:** Kepuasan Mahasiswa, Fasilitas Kampus, *Importance-Performance Analysis* (IPA), Standar 2 AACSB, SERVQUAL

## ABSTRACT

This study evaluates student satisfaction with MBA UGM Jakarta campus facilities using the *Importance-Performance Analysis* (IPA) method to determine improvement priorities. It adopts AACSB Standard 2 in managing physical and virtual resources and applies the Five SERVQUAL Dimensions (*tangible, reliability, responsiveness, assurance, and empathy*). Survey results indicate that internet connectivity, emergency response systems, student complaint resolution, and a noise-free campus environment have high importance but low performance.

The analysis shows that the MBA UGM Jakarta campus has not fully met AACSB standards, particularly in the *tangible, reliability, responsiveness, and assurance* aspects. The key recommendation is to enhance priority facilities and conduct regular evaluations to improve student satisfaction and maintain the campus's academic reputation.

**Keywords:** Student Satisfaction, Campus Facilities, *Importance-Performance Analysis* (IPA), AACSB Standard 2, SERVQUAL