

ABSTRACT

The higher education sector has been transformed into a highly competitive service industry, where student satisfaction, particularly with campus facilities, is becoming a crucial performance indicator. This study aims to analyze and prioritize the facility attributes that most significantly influence the satisfaction of Magister Management Universitas Gadjah Mada (MM UGM). The method used is quantitative descriptive research utilizing the Kano Model approach, supported by satisfaction coefficient analysis *Extent of Satisfaction (EOS)* and *Extent of Dissatisfaction (EOD)*. Primary data was collected through questionnaires distributed to 92 active MM UGM student respondents from various classes. The research results indicate that the majority of campus facility attributes (a total of 13 attributes) are classified as *one-dimensional* category. This implies that student satisfaction is directly proportional to the improvement in facility quality, and conversely, a decline in quality will immediately trigger measurable dissatisfaction. The attribute with the highest potential for satisfaction increase (highest *EOS*) is the representative auditorium (0,89) making it a primary strategic asset. Conversely, the attribute with the highest risk of dissatisfaction (highest *EOD*) is the clean toilet with consistently available tissue and soap (-0,85) which demands strict preventive maintenance management. Meanwhile, two attributes (coffee machines and Music studio) are classified as *indifferent*.

Keywords: *Student Satisfaction, Campus Facilities, Kano Model, One-dimensional, Extent of Satisfaction, Extent of Dissatisfaction.*

INTISARI

Sektor pendidikan tinggi telah bertransformasi menjadi industri layanan yang sangat kompetitif, di mana kepuasan mahasiswa, terutama terhadap fasilitas kampus, menjadi indikator kinerja krusial. Penelitian ini bertujuan untuk menganalisis dan memprioritaskan atribut fasilitas yang paling berpengaruh terhadap kepuasan mahasiswa Magister Manajemen Universitas Gadjah Mada (MM UGM). Metode yang digunakan adalah deskriptif kuantitatif dengan pendekatan Model Kano dan didukung oleh analisis koefisien kepuasan (*Extent of Satisfaction (EOD)* dan *Extent of Dissatisfaction (EOD)*). Data primer dikumpulkan melalui kuesioner yang disebarakan kepada 92 responden mahasiswa aktif MM UGM dari berbagai angkatan. Hasil penelitian menunjukkan bahwa mayoritas atribut fasilitas kampus sebanyak 13 atribut diklasifikasikan sebagai kategori *one-dimensional*. Artinya, kepuasan mahasiswa berbanding lurus dengan peningkatan kualitas fasilitas dan sebaliknya, penurunan kualitas akan segera memicu ketidakpuasan. Atribut dengan potensi peningkatan kepuasan tertinggi (*EOS* tertinggi) adalah auditorium representatif (0,89) menjadikannya aset strategis utama. Sebaliknya, atribut dengan risiko ketidakpuasan tertinggi (*EOD* tertinggi) adalah toilet yang bersih dan selalu tersedia tisu dan sabun (-0,85) yang menuntut manajemen perawatan preventif yang ketat. Sementara itu, dua atribut (mesin kopi dan studio musik) diklasifikasikan sebagai *indifferent*.

Kata Kunci: *Kepuasan Mahasiswa, Fasilitas Kampus, Model Kano, One-dimensional, Extent of Satisfaction, Extent of Dissatisfaction.*