

INTISARI

ANALISIS KEPUASAN MAHASISWA TERHADAP KUALITAS LAYANAN ASRAMA: STUDI PADA ASRAMA KINANTI 2 DAN 3 UNIVERSITAS GADJAH MADA YOGYAKARTA

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Penelitian ini menggunakan pendekatan ilmiah untuk menganalisis layanan yang diberikan oleh pengelola asrama kampus, dengan fokus pada Asrama Kinanti 2 dan 3 yang dikelola oleh UGM Residence. Metode *Service Performance* (SERVPERF) dan Kano digunakan dalam penelitian ini, melalui serangkaian pertanyaan yang disajikan dalam bentuk survei untuk mengukur kepuasan mahasiswi penghuni Asrama Kinanti 2 dan 3 sekaligus mengidentifikasi atribut layanan yang memengaruhi kepuasan mereka. Hasil analisis SERVPERF dan Kano kemudian dikonfigurasi untuk menentukan layanan yang perlu diperbaiki maupun dijaga kualitasnya karena termasuk layanan unggulan. Sebanyak 15 pertanyaan SERVPERF dan 30 pertanyaan Kano digunakan untuk mendapatkan data melalui survei langsung di lokasi. Analisis SERVPERF menunjukkan bahwa UGM Residence mampu memberikan layanan yang baik dengan nilai rata-rata 4,18 (kategori puas). Sementara itu, hasil Kano menunjukkan bahwa terdapat 2 atribut layanan dalam kategori *must be*, 7 atribut *one dimensional*, 4 atribut *attractive*, dan 2 atribut *indifferent*. Konfigurasi kedua metode tersebut mengindikasikan bahwa fasilitas Wi-Fi serta kompor dan kulkas bersama merupakan atribut layanan yang perlu segera diperbaiki.

Kata Kunci : *Service Performance*, Kano, asrama, kepuasan

ABSTRACT

ANALYSIS OF STUDENT SATISFACTION WITH DORMITORY SERVICE QUALITY: A STUDY OF KINANTI 2 AND 3 DORMITORIES UNIVERSITAS GADJAH MADA YOGYAKARTA

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This research uses a scientific approach to analyze the services provided by campus dormitory managers, focusing on Kinanti Dormitories 2 and 3, which are managed by UGM Residence. The Service Performance (SERVPERF) and Kano methods were used in this study, thru a series of questions presented in the form of a survey, to measure the satisfaction of female students residing in Kinanti Dormitory 2 and 3 and to identify service attributes that influence their satisfaction. The results of the SERVPERF and Kano analysis were then configured to determine which services needed improvement and which needed to maintain their quality because they were considered excellent services. A total of 15 SERVPERF questions and 30 Kano questions were successfully used through on-site direct surveys. SERVPERF analysis shows that UGM Residence can provide good service with an average score of 4.18 (satisfied category). Meanwhile, the Kano results show that there are 2 service attributes in the must-be category, 7 one-dimensional attributes, 4 attractive attributes, and 2 indifferent attributes. The configuration of both methods indicates that Wi-Fi facilities, as well as shared stoves and refrigerators, are service attributes that need immediate improvement.

Keyword : Service Performance, Kano, dormitories, statisfaction