

## INTISARI

Penelitian ini bertujuan untuk menjawab tingkat kepuasan mahasiswa dan kepentingan mahasiswa terhadap layanan akademik di Universitas Sains Al-Qur'an Wonosobo. Persepsi mahasiswa digunakan untuk memetakan prioritas layanan yang dibutuhkan mahasiswa dan dianggap penting bagi mahasiswa. Penelitian ini adalah penelitian kuantitatif. Metode pemilihan sampling menggunakan *Quota Sampling*. Sampel penelitian ini adalah mahasiswa S1 di 6 fakultas yang terdiri dari mahasiswa angkatan 2015, 2016, dan 2017 berjumlah 658 mahasiswa. Pengukuran penelitian menggunakan teknik analisis SERVQUAL dengan 5 dimensi yakni *Tangibles*, *Reliability*, *Responsiveness*, *Assurance*, dan *Emphaty*, dan analisis pemetaan prioritas layanan menggunakan model *Importance Performance Analysis* (IPA). Pengukuran kualitas layanan akademik melalui persepsi mahasiswa menunjukkan dari kelima dimensi tingkat kepuasan mahasiswa pada tingkatan cukup puas, sedangkan pada tingkat kepentingan mahasiswa pada tingkatan sangat penting. Analisis perbedaan antar fakultas didapatkan bahwa tidak ada perbedaan pada tingkat kepuasan antar fakultas dan ada perbedaan pada tingkat kepentingan antar fakultas. Fakultas yang memiliki tingkat perbedaan sangat signifikan adalah Fakultas Ekonomi dengan Fakultas Teknik dan Ilmu Komputer. Analisis prioritas layanan akademik pada tingkat universitas menunjukkan kuadran I sebesar 18% (Prioritas Utama), kuadran II sebesar 29% (Pertahankan Prestasi), kuadran III sebesar 29% (Prioritas Rendah), dan kuadran IV sebesar 24% (Terlalu Berlebihan). Pemetaan prioritas layanan ini dapat menjadi gambaran pihak UNSIQ untuk menentukan kebijakan dalam peningkatan layanan akademik berdasarkan persepsi mahasiswa.

Kata kunci: Layanan akademik, SERVQUAL, *Importance Performance Analysis*

## **ABSTRACT**

The study aimed to answer the level of student satisfaction and interest toward academic service in Al-Qur'an Science University Wonosobo. Student's perception was used to map the service priorities which were both needed and considered important for the students. The study was quantitative study. The sampling method employed was Quota Sampling. The sample of the study was of undergraduate students of 6 faculties consisted of students of 2015, 2016, and 2017 with a total of 952 students. The analysis technique used was SERVQUAL analysis technique with 5 dimensions which were Tangibles, Reliability, Responsiveness, Assurance, and Empathy, and mapping analysis on the service priority using *Importance Performance Analysis* (IPA) model. Measurement on academic service quality through students perception shows that from five dimensions of students satisfaction levels at quite satisfied level and at the level of student priority level at very important level. Analysis of differences among faculties found that there was no difference on the level of satisfaction among faculties and there were differences on the priority level among faculties. Faculties which has a very significant level of difference is faculty of economics with faculty of Engineering and Computer Science. In addition, analysis on the priority of academic service in university level revealed that quadrant I was 18% (Main Priority), quadrant II was 29% (Maintain the Performance), quadrant III was 29% (Low Priority), and quadrant IV was 24% (Overrating). Mapping on service priority may become the illustration for UNSIQ to determine the policy in improving academic service based on students' perception.

Key words: Academic Service, SERVQUAL, Importance Performance Analysis