

ABSTRACT

Hypothesis which raised in this research : “ Student perception about quality of service pursuant to tangible dimension, reliability, responsiveness, empathy and assurance have an effect on significant to satisfaction of student in FE. Unhalu, FE. Unsultra and STIE Dharma Barata”. FE. Unhalu, FE. Unsultra and STIE Dharma Barata require to perform a evaluation by continuously to service which have been passed to service user for the repair of performance hereinafter.

In its implementation, do not closed possibility the happening of un satisfying from service user perception. Measurement of is quality of service by company/service organizer institute can be done conducted by using Likert scale which manual at servqual dimension raised by Parasuraman, et al., (1998), that is tangible, dimension, reliability, responsiveness, empathy and assurance.

Taken away from by sample is student (FE. Unhalu, FE. Unsultra and STIE Dharma Barata) which have sai in memester four to the (1998/1999, 1999/2000, 2000/2001) as collage service user.

Data obtained from result of questioner and done conducted by examination, overall of valid questioner and realible. This research data is analysed with statistical and descriptive statistical analysis technique of inferensial (by using double linear regression).

From result of research can be concluded that : FE. Unhalu, FE. Unsultra and STIE Dharma Barata have with quality in giving service to service user marked by ability of head in giving service and translate the understanding of to service user expectation will the quality of service to be accepted into an standart of is quality of service and full fill promise passed to service user.

Pursuant to result of the research, writer suggest to FE. Unhalu, FE. Unsultra and STIE Dharma Barata for service student quality pursuant is the servqual dimension is tangible, reliability, responsiveness, empathy and assurance.

Keywords : Customer client expectation to quality, customer client perception to the quality; SERVQUAL , tangible, reliability, responsiveness, assurance and empathy; higher education.