

- NURSING SCHOOLS
- STUDENTS -- SERVICE FOR

TKA 37 / 05

San
a.

TESIS

**ANALISIS FAKTOR YANG MEMPENGARUHI TINGKAT KEPUASAN
MAHASISWA DALAM LAYANAN JASA PENDIDIKAN
DI AKADEMI KEPERAWATAN Dr. SOEDONO
MADIUN**



AGUS SANTOSA

**PROGRAM PASCASARJANA
UNIVERSITAS AIRLANGGA
SURABAYA
2004**

**ANALISIS FAKTOR YANG MEMPENGARUHI TINGKAT KEPUASAN
MAHASISWA DALAM LAYANAN JASA PENDIDIKAN
DI AKADEMI KEPERAWATAN Dr.SOEDONO
MADIUN**

TESIS

**Untuk Memperoleh Gelar Magister
Dalam Minat Studi Manajemen Kesehatan
Program Studi Administrasi dan Kebijakan Kesehatan
Pada Program Pascasarjana Universitas Airlangga**



**PROGRAM PASCASARJANA
UNIVERSITAS AIRLANGGA
SURABAYA**

2004

LEMBAR PENGESAHAN

TESIS INI TELAH DISETUJI

Tanggal, Agustus 2004

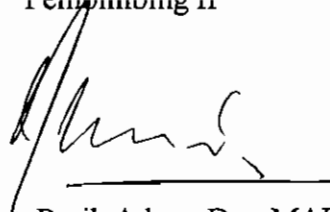
Pembimbing I



Thinni Nurul Rochmah, Dra.,Ec., M.Kes

Nip. : 131 949 829

Pembimbing II



M.R.Emma Pesik Adam, Dra.,MARS

ABSTRACT

Factor Analysis Influencing the Rate of Satisfaction among Students in Receiving the Educational Services of the Madiun Dr. Soedono Nursing Academy

Agus Santosa

A model which can be utilized to analyze the quality of services is the gap model developed by Parasuraman (1994), by identifying the five gaps influencing the dissatisfaction of customers. Those are: the management perception gap, the quality specifications gap, the services delivery gap, the marketing communication gap and the services value gap. The objective of this research was to generate an overview of the level of satisfaction among students, and to measure each and every gap.

This was a descriptive field research conducted cross-sectionally in June 2004. The technique for data collection was questionnaires. The data utilized were primary and secondary data. The population were the students and management of the Madiun Dr. Soedono Nursing Academy (MDS-NA). The population was 6th semester students (98 persons) and 76 were randomly taken as the sample plus 13 samples from the management.

Research results revealed that: the rate of expectation among students were expecting (3.97). An evaluation average rate for the education services which were felt among students was 2.42 showing not a good result. The satisfaction among students at an average gap rate showing lack of satisfaction (2.74). The average gap rate of management perception of student's expectation was 2.0 showing there was a gap. The average gap rate of the management perception with quality specification revealed a substantial gap (2.77). The average rate of quality specification with services delivery showing a substantial gap (2.54). The average gap rate of the educational services delivery and the external communication revealed gap (2.38). Of the gaps one and the other were correlated.

Conclusion: serious attention must be given to the gap that cause the lack of satisfaction among students in receiving educational services particularly the management perception gap and the marketing communication gap, and subsequently the quality specifications gap and the services delivery gap.

Key words: educational service, student satisfaction, gap model