

HASIL CEK_EVALUASI TERHADAP KUALITAS

by Evaluasi Terhadap Kualitas Salamatun Asakdiyah

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EVALUASI TERHADAP KUALITAS PELAYANAN BIMBINGAN AKADEMIK

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1 **ABSTRACT**

This research aimed to analyze whether the service quality and student's satisfaction affected student's trust to academic counselor of Department of Management, Faculty of Economics, Ahmad Dahlan University, Yogyakarta. This research applied to the student of Management Department. Sample was determined by stratified random sampling method. The data was collected by giving list of questions to respondent about the service quality, student's satisfaction and student's trust. This research used multiple linear regression analysis. Hypothesis was tested by T test and F test. The result of the test showed that the service quality and student's satisfaction, partially and simultaneously, affected student's trust. The service quality and satisfaction variable explain 68,9% of student's trust, the rest with the number 30,2% explained by other variables that weren't included in the research model.

Keywords: Service Quality, Student's Satisfaction and Student's Trust

1 **ABSTRAK**

Penelitian ini bertujuan untuk menganalisa apakah kualitas pelayanan dan kepuasan mahasiswa berpengaruh terhadap trust mahasiswa pada mahasiswa Jurusan Manajemen Fakultas Ekonomi Universitas Ahmad Dahlan Yogyakarta. Penelitian ini ditujukan untuk jurusan Manajemen. Sampel ditetapkan dengan metode random sampling. Data dikumpulkan dengan memberikan daftar pertanyaan pada responden tentang kualitas pelayanan, kepuasan mahasiswa dan trust mahasiswa. Penelitian ini menggunakan analisis regresi linier berganda. Hipotesis diuji dengan uji t dan uji F. Hasil uji menunjukkan bahwa kualitas pelayanan dan kepuasan mahasiswa, secara parsial dan simultan, dipengaruhi trust mahasiswa. Kualitas Pelayanan dan variabel kepuasan menjelaskan 68,9% terhadap trust mahasiswa, sejumlah 30,2% dijelaskan oleh variabel lain yang tidak dimasukkan dalam model penelitian.

Kata Kunci: Kualitas Pelayanan, Kepuasan Mahasiswa, Trust Mahasiswa

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