

## ABSTRAK

RIKE WULANDARI. *Analisis Pengaruh Kualitas Layanan Terhadap Kepuasan Mahasiswa di Politeknik Wilmar Bisnis Indonesia*. Dibimbing oleh Drs. Vinsensius Matondang, MBA dan Asmara Wildani, S.Sos, MM.

Penelitian ini memiliki tujuan untuk menemukan dimensi kualitas layanan manakah *tangible*, *reliability*, *responsiveness*, *assurance*, dan *empathy* yang punya pengaruh secara signifikan pada rasa puas mahasiswa di Politeknik WBI dan untuk memberikan rekomendasi perbaikan kualitas layanan yang dapat meningkatkan kepuasan mahasiswa di Politeknik WBI. Metode penelitian yang dipakai ialah kuantitatif deskriptif. Teknik pengumpulan data berupa kuesioner dan sampel penelitian ialah mahasiswa aktif di Politeknik WBI, pengambilan sampel memakai metode *purposive sampling* dengan jumlah responden 62 mahasiswa. Seluruh data dianalisis memakai analisis regresi linear berganda, koefisien determinasi ( $R^2$ ), uji F dan uji t. Dari uji hipotesis diperoleh informasi kalau variabel kualitas layanan secara simultan punya pengaruh positif pada kepuasan mahasiswa di Politeknik WBI. Secara parsial variabel *tangible*, *reliability*, *emphaty*, berpengaruh positif dan signifikan pada rasa puas mahasiswa di Politeknik WBI, sedangkan variabel *responsiveness* dan variabel *assurance* berpengaruh positif tapi tidak signifikan sehingga tidak berpengaruh pada kepuasan mahasiswa di Politeknik WBI.

Kata kunci: Kualitas Layanan, Kepuasan Mahasiswa.

## ABSTRACT

RIKE WULANDARI. *Analysis of the Effect of Service Quality on Student Satisfaction at Wilmar Bisnis Indonesia Polytechnic*. Dibimbing oleh Drs. Vinsensius Matondang, MBA dan Asmara Wildani, S.Sos, MM.

*This study aims to find which dimensions of service quality are tangible, reliability, responsiveness, assurance, and empathy which have a significant influence on student satisfaction at WBI Polytechnic and to provide recommendations for improving service quality that can increase student satisfaction at WBI Polytechnic. The research method used is descriptive quantitative. The data collection technique was in the form of a questionnaire and the research sample was active students at WBI Polytechnic, sampling using purposive sampling method with 62 student respondents. All data was analyzed using multiple linear regression analysis, the coefficient of determination ( $R^2$ ), the F test and the t test. From hypothesis testing, information was obtained that the service quality variables simultaneously had a positive influence on student satisfaction at the WBI Polytechnic. Partially the variables tangible, reliability, empathy, have a positive and significant effect on student satisfaction at the WBI Polytechnic, while the variable responsiveness and the variable assurance have a positive but insignificant effect so that they have no effect on student satisfaction at the WBI Polytechnic.*

*Keywords: Service Quality, Student Satisfaction.*