ABSTRACT

Service quality is the most influencing trends to create marketing and business strategy as a success key. Companies compete to provide the best services for its customers to build a good company image. Universities build a good image by providing the best service quality and the service quality is important in the development of the country. Academic Affairs FIK Telkom University has not been provide the best services for students. Based on survey, it's known that the students of FIK Telkom University are not satisfied with the services provided.

This research is explain the expectations and perceptions of students FIK Telkom University towards Academic Affairs FIK Telkom University and also explain the service quality of Academic Affairs FIK Tekom University.

This research is a descriptive research, which used Quantitative method. The variables in this research are service quality with five dimensions : Reliability, Responsiveness, Empathy, Assurance, and Tangibles. The samples based on Slovin formula. Sampling technique in this research is using Probability Sampling with proportionate stratified random method. Data analysis technique using Method of Successive Interval (MSI) and Service Quality (SERVQUAL).

Based on the analysis is known that SERVQUAL score is negative. SERVQUAL score is negative because the expected services of students FIK Telkom University is greater than the perceived services and indicate that students of FIK Telkom University was not satisfied with the services provided by Academic Affairs FIK Telkom University. This circumstance also explains that Academic Affairs FIK Telkom University not provide the best service quality.

The results indicate that the service quality of Academic Affairs FIK Telkom University is unsatisfactory. Academic Affairs FIK Telkom University needs to improve its service quality and prioritize improvements on Responsiveness dimension and S1 Communication Visual Design class 2013.

Keywords: SERVQUAL, Service Quality