

ABSTRACT

Globalization impact in economic terms to the education industry. So the education industry is required to develop a strategy to maintain and develop their business. Several years back, business incorporation of both mergers and acquisitions is a strategy that is commonplace. Therefore, several universities decided to merge. This gives rise to different perceptions on each student the attributes perceived service before and after the merger, in which the student have an important role in improving the quality of service attributes and service benefits acquired. One of the universities in Indonesia who have been doing the merge is the Telkom Institute of Technology along with three other universities that are now transformed into Telkom University.

This study was conducted to determine the effect of service to benefit kinerjaatribut service before and after the merger of Telkom University, especially in Ex-Institut Teknologi Telkom. Where the variable used is services marketing mix subvariable value creation with product, price, people, process and physical evidence and benefits subvariable services with functional benefits and emotional benefits.

The method used is quantitative method by distributing a questionnaire with non-probability sampling technique that is convenience sampling with a population of 6,038 students consisting of the class of 2011, 2012, and 2013, which then obtained a sample of 375 respondents.

Based on the results of data processing using descriptive analysis techniques, performance figures obtained service attributes Telkom Institute of Technology prior to incorporation in the eyes of students by 76.98%, while time after the merger amounted to 56.65%. For variable service benefits Telkom Institute of Technology prior to incorporation in the view of students at 75.72%, while time after incorporation into Telkom amounted to 58.40%. Other analytical techniques used is simple regression. The study compared two conditions before and after the merger are described using diagrams snake. Showed there are significant performance attributes of service to the benefit of the service before joining 0.499 (49.9%) and after joining 0.492 (49.2%).

Based on the research results, the situation before the merger has a higher value. So it takes an increase in adjusting the load credits, adjustments to the cost of education to feedback obtained student, hospitality faculty and staff, setting the schedule, maintain hygiene, and improving manners and managerial skills of the student.

Keywords: Service Attribute Performance, Service Benefit, Higher Education, Merger, Snake Diagram.