

ABSTRACT

Higher Education Institutions have a very important role and strategic as agents of development associated with the responsibility to prepare the future generation to be in good quality. The development of education and income levels increase the awareness of the public to get a good service becomes higher, so that the costs incurred to meet the needs and desires should be as expected, causing satisfaction. The intense competition among universities today encourages each college to provide the best services to students, including Telkom University. This study is based on results of a preliminary survey showing that the student has not fully satisfied with the services provided by the Master of Management University of Telkom. This study shows that there are still gaps between the expectations of students which are still not able to be met by the Master of Management University of Telkom. The quality of service that was promised in advance and based on the image of the institution heard by the students of the Master of Management University of Telkom has not been fulfilled. Research methods used is quantitative methods, which is included into the study exploratory studies, whereas in terms of the method is done, this study is included a survey research. A total sample of 181 people carried out by using a sampling technique Simple Random Sampling. Data analysis techniques in this study is a quantitative analysis method, by using multiple regression analysis (Multiple Regression Analysis). Analysis between variables using Spearman Rank correlation coefficient analysis to measure how strong the relationship between variables. Testing the strength of influence through hypothesis testing. Based on the research results, the service quality has positive influence on students satisfaction of 21.72% with a significance of 0.000. While the image of the institution has positive influence on the student satisfaction at 12:32 with a significance of 0.000%, the quality of service and the image of the institution positively affects student satisfaction at 20.80% with a significance of 0.000.

Keywords: *quality of service, the image of the institution, satisfaction.*