

ABSTRACT

The competitive development of education demands every school to be able to provide the educational activities professionally, in order to be compatible with the job market. Moreover, the law of educational field (Undang-undang Badan Hukum Pendidikan) has been ratified by the government so that it was demanded to improve the educational quality. SMK Negeri 7 Bandung is one of vocational school in Bandung which is internationally standardized, so that it must improve the quality of educational service. The data collected showed that there was some complaints from the students about the way the teacher teach, the availability of internet access, the classroom cleanness, and the lighting. Hence, the writer conducted the research entitled “Pengukuran Kepuasan Siswa terhadap Layanan Pendidikan dengan Menggunakan Diagram Analisis Kepentingan – Kinerja sebagai Dasar Perbaikan Layanan Pendidikan di SMK Negeri 7 Bandung”.

The aim of this research was to observe the appraisal of the students the level of students' satisfaction toward the educational service given by the institution. Moreover, this research also observed which variable satisfy the students and the suggestion for better educational service in order to improve the future students' satisfaction.

Generally, the result showed that the level of students' satisfactions toward the educational service given by SMK Negeri 7 Bandung was well enough. This was reflected by the result of compatibility analysis between the educational service and the level of students' importance which was 77 %. From 28 criteria of satisfaction, there was 10 cause satisfaction, but there was still 6 which not cause satisfaction. Based on the research, the suggestion for to improve the students satisfaction by giving priority to the important things,

Keyword : Education services, students' satisfactions