

ABSTRACT

The Faculty of Industrial Engineering is one of the faculties of IT Telkom that aimed at creating graduates whom have the ability to apply knowledge and expertise in the industry productively and engage to commune services related to ICT by creating graduates who work fast. In order to increase the expectation of students whom graduate to work, then one of the way is by increasing the student satisfaction through the service of FRI IT Telkom during the process of preparation of the final project.

This research aims to analyze student satisfaction factors of Industrial Engineering Faculty service at IT Telkom during the drafting of final project, by using servqual dimension, which is tangible, assurance, responsiveness, reliability, and emphaty. Concerning the sequence of drafting the final project, there are 90 factors used to measure the satisfaction of the students. Satisfaction measurement is carried out with due regard for the value of the CSI (Customer Satisfaction Index), the value of Gap, as well as diagrams of Importance Performance Analysis (IPA).

The value of the CSI indicates that the respondents felt satisfied towards those factors. Meanwhile, the gap value obtained is used to map the IPA chart. Based on the results of the IPA chart, the student satisfaction is divided into into 4 quadrants, which is the top priority, the keep up the priorities, the low priority, as well as the excessive. There are 27 factors quadrants on the top priority that needs to be improved to increase the student satisfaction.

The proposed improvements are given based on factors set on the top priority quadrant. The proposed improvements including access information regarding the advisor's schedules, the addition of administration's staff, the forming of final project counseling program, online validation system, reward system for the advisors whose having the most graduated guidance students, notification regarding the ungraduated students, and the helping to find object/location for research.

Keywords: student satisfaction, IT Telkom, CSI, Gap, IPA