ABSTRAK

Penelitian ini untuk mengetahui Pengaruh Implementasi *Good Corporate Governance* (GCG) terhadap kepuasan mahasiswa di Universitas Telkom dengan menggunakan 5(lima) prinsip *Good Corporate Governance* (GCG) yaitu transparansi, akuntabilitas, responsibilitas, independen dan kesetaraan. Penelitian ini merupakan penelitian kuantitatif dengan strategi atau pendekatan studi kasus, yaitu penelitian dengan pendekatan kuantitatif menekankan analisisnya pada data-data *numeric* (angka) yang diolah dengan menggunakan statistik. Penelitian ini dilaksanakan pada tahun 2014 dengan studi kasus di Universitas Telkom. Data yang diolah adalah data kuesioner dari mahasiswa, adapun teknik pengambilan data sampel menggunakan metode *purposive sampling* yaitu metode pengambilan data sampel dengan pertimbangan – pertimbangan tertentu bahwa mahasiswa tersebut mengetahui dan paham terhadap *Good Corporate Governance* (GCG). Adapun sampel mahasiswa diambil dari program studi S1 Teknik Industri, S1 Akuntansi, D3 Komputer Akuntansi, S1 Administrasi Bisnis dan Magister Manajemen. Teknik analisis data meliputi 1) Statistik Deskriptif 2) Uji Asumsi Klasik: Normalitas, Heterokedatisitas, Multikolinearitas 3) Analisa Korelasi dan Analisa Regresi. Hasil penelitian menunjukkan bahwa implementasi *Good Corporate Governance* (GCG) yang terdiri dari 5 (lima) prinsip yaitu tranparansi, akuntabilitas, responsibilitas, independen, dan kesetaraan secara simultan maupun secara parsial berpengaruh signifikan terhadap kinerja berupa kepuasan mahasiswa Universitas Telkom.

Kata Kunci: *Good Corporate Governance* (GCG), tranparansi, akuntabilitas, responsibilitas, independen, kesetaraan, kinerja berupa kepuasan mahasiswa Universitas Telkom.

ABSTRACT

This research was conducted to determine the impact of Good Corporate Governance (GCG) implementation to Telkom University student's satisfaction using five principal of Good Corporate Governance (GCG, which are transparency, accountability, responsibility, independency, and equality. It is a quantitative research with case study approach, emphasizing the analysis on numerical data that processed with statistic. This research was conducted on 2014 with the case study at Telkom University. The processed data are questionnaire from the students, with data collection and sampling using purposive sampling method, with specific consideration that the students knows and understand about Good Corporate Governance. Sample students are from several major of study, which are Industrial Engineering, Accounting, Computerized Accounting, Business Administration and Magister Of Management. Data analysis technic used in this research are 1) Descriptive Statistic, 2) Classical Assumption Test such as Normality test, Heteroskedasticity, and Multicolinearity 3) Correlation and Regression Analysis. The result of the research shows that the implementation of Good Corporate Governance consisting of five principal which are transparency, accountability, responsibility, independency and equality is simultaneously and partially have a significant effect on performance in the form of Telkom University student's satisfaction.

Keywords: Good Corporate Governance (GCG), transparency, accountability, responsibility, independency, equality, performance in the form of Telkom University student's satisfaction.