ABSTRACT

From several aspects that Telkom University has implemented to realize green campus such as providing green open space, campus waste management, clean water availability, green building implementation and learning opportunity in developing environmental knowledge has not been felt thoroughly at Telkom University. This causes unsatisfied academic community in the application of green campus.

As a campus that conducts development and environmentally friendly development with the concept of green campus since 2015, Telkom University should have done a good implementation with what is expected by the academic community.

The purpose of this study is to find out how much satisfaction of academic community of Telkom University on the application of green campus. The results of the data from questionnaires are processed using Analysis Gap and Importance Performace Analysis. Analysis Gap is used to find out whether there is a gap between perception and expectation in the application of green campus. While Importance Performace Analysis to know aspects that need to be improved and maintained in the application of green campus. Respondents in this study were 100 respondents. The sampling technique used is Simple Random Sampling.

Based on the results of data management shows the perception of academic civitas in the application of green campus in the category is quite good, while the expectation of academic community in the implementation of green campus is very important to be implemented in Telkom University. It is proved by the difference between perception and expectation that resulted in negative value of total value as a whole which caused the Gap of -0.77. Based on the Cartesian diagram on Importance Performance Analysis (IPA), there are three aspects and one sub-variable that should be the focus of Telkom University to be improved immediately and maintain eight aspects and two sub-variables that have been well implemented and meet the expectations of academic community.

Keywords: Green Campus, Important Performance Analysis (IPA), Satisfaction, Higher Education