

ABSTRACT

This study aims to determine the Effect of Service Quality Dormitory Telkom University Against New Student Satisfaction Program Business Administration Study Force 2017. The problem studied in this research is to describe how the Quality of Service given boarding Telkom University and how Student Satisfaction Prodi Business Administration Force 2017.

This research is a quantitative research. The research method used is descriptive method - causal. technique taken from nonprobability sampling is purposive sampling technique. Data collection was done by distributing questionnaires to 102 respondents who are dormitory residents of Telkom University coming from Business Administration Prodi Force 2017. Data analysis technique used is simple linear regres analysis.

From result of research got result that Service Quality have significant influence to Consumer Satisfaction at dormitory residence of Telkom University coming from Business Administration Prodi Force 2017. Due to $t_{count} > t_{table}$, then H_0 is rejected and H_a accepted. Based on the calculation of the coefficient of determination shows that the independent variable consisting Quality of Service to Consumer Satisfaction is 60.6%. While the remaining 39.4% is explained by other variables not examined in this study.

From the results of the study, it can be concluded that Service Quality (X) significantly influence the Consumer Satisfaction (Y).

Keywords: Service Quality, Consumer Satisfaction, Dormitory