

ABSTRACT

Perception is a individual process based on the needs, values and expectations of each person. Perception can grow from interactions that come through the interpretation of sensory impressions from the surrounding environment. Service quality is one of the activities that can grow a person's perception. This study uses quantitative associative research. Sampling technique non-probability sampling, with the total number of 94 respondents.

Based on the results of hypothesis testing, the effect of students perception of Applied Science Faculty in Telkom University towards the service quality of cicil.co.id. This is proofed by the $t_{count} (10,372) > t_{table} (1,986)$. Based on the Pearson correlation coefficient (r) 0.734, Based on the value of correlation coefficient pearson (r) 0.734, which means there is a strong relationship between Student Perception and Service Quality. Based on the coefficient of determination obtained value is 53.9%. The results showed that students perception gives influence to the Service Quality, and the remaining 46,1% was influenced by other factors.

Keywords: Perception, Service Quality, Cicil.co.id