

## ABSTRACT

*Telkom University provides a dormitory that was built in 2010. Initially Telkom University dormitories were reserved for new students, then with various requirements, dormitory could also be occupied by Senior Residents (SR) and students to extend the dormitory. Telkom University Dormitory offers a variety of facilities and services and strives to provide the best service for residents of the dormitory. Early observation by interviewing 30 respondents who lives in a dormitory. In this research there were five dimensions of service quality, tangible, empathy reliability, responsiveness and assurance. The purpose of this research is to know the level of reality, expectation and result of importance performance analysis from each service quality attribute of Telkom University dormitories.*

*This type of research used in this research is quantitative and descriptive. Sampling study was conducted using probability sampling, with a sample size of 100 respondents. Then, for the data analysis used importance performance analysis (IPA).*

*Conclusion in this research level of perception (performance) of consumer to service quality of dormitory Telkom University equal to 76.54% enter into good category by consumer. At the level of consumer expectations of service quality dormitory Telkom University obtained results of 91.05% and categorized very important for consumers. In quadrant I there are five attributes that must be corrected. In quadrant II there are eighteen attributes that have been successfully implemented by the company. In quadrant III there are twelve attributes that must be improved and in the IV consciousness there are five attributes that are considered excessive.*

**Keyword :** *Service Quality, Importance Performance Analysis (IPA).*