

Pengaruh service quality dan price fairness terhadap student satisfaction (studi kasus: KKI FEUI UI dan KKI F Psi UI = Effects of service quality and price fairness on student satisfaction case study KKI FEUI and KKI F Psi UI

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20347762&lokasi=lokal>

Abstrak

Penelitian ini meneliti mengenai pengaruh service quality dan price fairness terhadap student satisfaction di KKI FEUI dan Psikologi UI. Responden dalam penelitian ini berjumlah 100 mahasiswa yang dibagi menjadi 50 mahasiswa KKI FEUI dan 50 mahasiswa KKI Psikologi UI. Analisis data dilakukan dengan menggunakan regresi berganda, untuk mengetahui pengaruh antara service quality (empathy, assurance, responsiveness, reliability, dan tangibleness) terhadap student satisfaction, dan price fairness terhadap student satisfaction.

Berdasarkan hasil analisis, di dapatkan bahwa terdapat pengaruh positif antara price fairness terhadap student satisfaction. Pada variabel service quality hanya empathy dan tangibleness yang berpengaruh signifikan terhadap student satisfaction. Didapatkan juga bahwa price fairness lebih berpengaruh terhadap student satisfaction dibandingkan dengan service quality.

This study will analyze of the effects of service quality and price fairness on student satisfaction in KKI FEUI and KKI Psikologi UI. To obtain the appropriate data for the research 100 respondents were asked to fill the questionnaire these respondents were divided into two groups 50 KKI FEUI and 50 KKI Psikologi UI. This study uses multiple regression, it will assess the impact of service quality toward student satisfaction and the impact of price fairness towards student satisfaction.

The result indicates that price fairness has positive impact on student satisfaction. On service quality, the only variables that have positive and significant effect are empathy and tangibleness. Moreover, it also indicates that price fairness has more significant impact towards student satisfaction compared of service quality.