

## Kualitas pelayanan pengajuan bantuan kegiatan mahasiswa di Pusat Pelayanan Mahasiswa Terpadu (PPMT) Universitas Indonesia = Quality of service for submitting student activity assistance at the University of Indonesia Integrated Student Service Center (PPMT)

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### Abstrak

Skripsi ini membahas mengenai kualitas pelayanan pengajuan bantuan kegiatan mahasiswa di pusat pelayanan mahasiswa terpadu (PPMT) Universitas Indonesia, dalam hal ini pelayanan pengajuan bantuan kegiatan mahasiswa melayani pengajuan bantuan pada lembaga kemahasiswaan di tingkat universitas dan kegiatan level nasional atau internasional. Penelitian ini dilakukan terhadap pengurus lembaga kemahasiswaan di tingkat universitas untuk menganalisis bagaimana kualitas pelayanan menurut persepsi pengurus lembaga kemahasiswaan ditingkat universitas sebagai mahasiswa penerima layanan. Teori yang digunakan dalam penelitian ini adalah teori Parasuraman et.al (SERVQUAL). Teori Parasuraman et.al (SERVQUAL) dalam penelitian ini terdiri dari lima dimensi yaitu reliability, responsiveness, assurance, empathy, dan tangibility. Metode penelitian yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner dan wawancara mendalam.

Kesimpulan hasil penelitian ini didapatkan bahwa menurut persepsi pengurus lembaga kemahasiswaan ditingkat universitas kualitas pelayanan pengajuan bantuan kegiatan mahasiswa pada dimensi tangibility didapatkan skor terbanyak yaitu 136.8, sedangkan skor terendah ada pada dimensi responsiveness dengan skor 129. Dari dimensi tersebut, indikator yang mendapatkan penilaian paling rendah yaitu indikator bantuan dana yang diterima memuaskan, layanan yang diberikan tepat waktu, dan layanan yang diberikan sesuai kebutuhan. Ketiga indikator yang masih mendapat penilaian rendah tersebut menandakan masih adanya masalah dan ketidaksesuaian pelayanan yang seharusnya didapatkan oleh pengguna layanan di pusat pelayanan mahasiswa terpadu, dalam hal ini pengurus lembaga kemahasiswaan ditingkat universitas.

*This thesis discusses the quality of service for the submission of student activity assistance at the University of Indonesia integrated student service center (PPMT), in this case the service for submitting student assistance serves the submission of assistance to student organizations at the university level and national or international level activities. This research was conducted on administrators of student organizations at the university level to analyze how the quality of service according to the perceptions of administrators of student organizations at the university level as students receiving services. The theory used in this study is the theory of Parasuraman et.al (SERVQUAL). Parasuraman et.al (SERVQUAL) theory in this study consisted of five dimensions, namely reliability, responsiveness, assurance, empathy, and tangibility. The research method used in this study is a quantitative approach with data collection techniques through questionnaires and in-depth interviews.*

The conclusion of this study found that according to the perceptions of management of student organizations at the university level the service quality of submitting student assistance to the tangibility dimension obtained the highest score of 136.8, while the lowest score was in the responsiveness dimension with a score of 129. From that dimension, the indicator that received the lowest rating was indicators of funds received are satisfactory, services provided on time, and services provided as needed. The three indicators that still

get low ratings indicate that there are still problems and service mismatches that should be obtained by service users at the integrated student service center, in this case the management of student organizations at the university level.</i>