

## ABSTRAK

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Program Studi : Ilmu Administrasi Negara  
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PELAYANAN; STUDI KASUS DI UNIT PUSAT  
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TERBUKA

Skripsi ini membahas tentang upaya-upaya yang dilakukan oleh unit Pusat Pelayanan Bahan Ajar di Universitas Terbuka untuk peningkatan kualitas pelayanan. Penelitian ini adalah penelitian kualitatif dengan desain deskriptif. Hasil penelitian menyarankan bahwa unit Pusat Pelayanan Bahan Ajar perlu menjaga kualitas pelayanan yang sudah dicapai terhadap para pelanggannya dengan upaya-upaya dan *controlling* yang sudah ada sekarang, sehingga peningkatan kualitas itu ditingkatkan secara terus menerus (*continous quality improvement*) dalam memenuhi kepuasan pelanggan yang diinginkan.

Kata kunci: Perbaikan kualitas terus menerus, *continous quality improvement*

## **ABSTRACT**

Name : Brightly Avi Jonathans  
Study Program : Majoring Public Administration  
Title : Efforts of Quality Service; Case Study in Unit  
Material Learning Service Center Open University

**EFFORTS OF QUALITY SERVICE; CASE STUDY IN UNIT MATERIAL LEARNING SERVICE SERVICE CENTER OPEN UNIVERSITY**

This Skripsi study concerning efforts done by unit Materials Learning Service Center in Open University for the improvement of service quality. This research is the qualitative research with descriptive design. The researcher result suggest that unit Material Learning Service Center is need to pay attention of the quality of service which have already reached to all their customers with the efforts and controlling too, so that improvement was improved continually (continous quality improvement) in fulfilling satisfaction of customers needs.

Key words: Continous quality improvement

