ABSTRACT

FITRI CATUR LESTARI. Applied Conjoint Analysis at Students Preferences of The Quality Lecturer in Sekolah Tinggi Ilmu Statistik. Under Direction of HARI WIJAYANTO and I MADE SUMERTAJAYA.

The goal of this educational research is to analyze student’s preferences to the lecturer quality using conjoint analysis. This research compared 3(three) methods in conjoint analysis: method A (full profile design and ranking evaluation), method B (full profile design and rating evaluation), and method C (pairwise comparison design and ranking evaluation). There are 125 students of STIS are selected as samples with purposive sampling method. Student’s preference of lecturer quality in method A and C are: mastery of course material, ability to motivate students, character, communication and teaching method. While the method B, the sequence attributes that prefer are: mastery of lecture, character, communication, ability to motivate students, and learning method. Preferences of students to lecturer quality varies according to the score achievement segment, level / grade, high school origin, gender, and economic ability (income) parents. The method A is a method with the longest time to finished it, and supposed as the most difficult and respondents are not sure about their answer. In contrast, the method C is a method in the shortest time to finished it and supposed as the easiest method and the respondents feel confident with their answer.

Key words: Conjoint Analysis, Pairwise Comparison, Full Profile, Thurstone