

**ANALISIS KEPUASAN MAHASISWA TPB TERHADAP KUALITAS  
LAYANAN DOSEN BAHASA INGGRIS MKDU  
INSTITUT PERTANIAN BOGOR**

(Analysis of TPB (First Year Common Program) Student Satisfaction with the  
Quality of Services by the English Teaching Staff of General Basic Course  
Program Bogor Agricultural University)

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**ABSTRAK**

Kualitas layanan merupakan variabel yang sangat penting dalam industri jasa termasuk pendidikan. Hal ini dikarenakan jasa lebih banyak bersinggungan dengan konsumen (mahasiswa). Interaksi antara dosen (penyedia jasa) dan mahasiswa (pengguna jasa) yang baik akan menentukan kepuasan mahasiswa, sehingga mereka rajin mengikuti semua proses belajar dan mengajar dengan dampaknya pada prestasi akademik mahasiswa yang tinggi. Kualitas layanan diukur dengan menggunakan dimensi reliability, responsiveness, assurance, empathy, dan tangible. Sedangkan kepuasan mahasiswa diukur melalui kesesuaian antara harapan mahasiswa dengan kinerja kualitas layanan yang diberikan oleh dosen Bahasa Inggris. Dengan melakukan survey harapan mahasiswa dan kinerja layanan dosen Bahasa Inggris kepada 300 mahasiswa TPB yang mengambil mata kuliah Bahasa Inggris diperoleh hasil tingkat kepuasan mahasiswa sebesar 75,94%. dimensi reliability sebesar 78,86, sedangkan yang terendah adalah dimensi empathy sebesar 72,00%.

Kata kunci: Kepuasan mahasiswa, service quality.

**ABSTRACT**

The quality of services is a very important variable in service industries, including education. In education, services are related more intensively to the students as consumers. A good interaction between faculties (service providers) and students (service users) will determine the students' satisfaction, and in turn will make them involve more diligently in all activities of learning and teaching, resulting in their high academic achievements. This study was to determine the student satisfaction with the services provided by the English teaching staff of the General Basic Course Program, Bogor Agricultural University. The service quality was measured for the aspects of service reliability, responsiveness, assurance, empathy, and tangibility, while the student satisfaction was determined in terms of the link between the students' expectations and the quality performance of services provided by the English teaching staff. A survey of students' expectation and the service performance of English teachers was carried out over 300 students taking the English course during the First Year Common Program and the survey results are as follow: the student satisfaction rate of 75.94%, the reliability value of 78.86%, and the lowest empathy value of 72.00%.

Keywords: Student satisfaction, service quality.