

**MEASURING STUDENT SATISFACTION:
A CASE STUDY IN SGU**

By

Okke Hadyan Adityo

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SWISS GERMAN UNIVERSITY

EduTown BSD City

Tangerang 15339

Indonesia

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains neither material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

Okke Hadyan Adityo

Student

Date

Approved by:

Dr. Tanika D. Sofianti,ST.,MT

Thesis Advisor

Date

Ir. Triarti Saraswati, M.Eng

Thesis Co-Advisor

Date

Dr. Ir. Gembong Baskoro, M.Sc.

Dean

Date

Okke Hadyan Adityo

ABSTRACT

STUDENT SATISFACTION INDEX:

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Okke Hadyan Adityo

Dr. Tanika D. Sofianti, ST.,MT, Advisor

Ir. Triarti Saraswati, M.Eng, Co-Advisor

SWISS GERMAN UNIVERSITY

Students' opinion about factors related to the academic and non-academic form of a satisfaction feedback questionnaire. This research purpose to investigate satisfaction level of a students' in Swiss German University, Tangerang, Indonesia. The research focuses on the general factor until specified factor in SGU. General factor like lecturer, local internship, OFSE, canteen, and parking area. The respondent consist of 60 engineering students. The respondent response measure through an adapted questionnaire on a 6-point likert scale for a satisfaction and 10 level rating for an important level. The result are reliability analysis, factor loading analysis and student satisfaction index. Reliability analysis function is to measure the data and the items that compose the scales. Factor loading analysis function is some variable or indicator that correlate poorly be eliminated as the part of variable related to the other measure, and it will be useless to be used in further analysis. Index purposes to see the student satisfaction within histogram. Parking area is the lowest criteria according to factor loading analysis, and also the lowest percentage according to student satisfaction index.

Keyword: Student Satisfaction, Service Quality, Swiss German University,



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DEDICATION

I dedicate this thesis

To my beloved family who always give their love, support and encourage me

To my advisor and co-advisor for their advices

To all of my friends for their inspiration and motivation

And to anyone who might benefit from this thesis



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