MEASURING STUDENT SATISFACTION: A CASE STUDY IN SGU

By

Okke Hadyan Adityo

11210112

BACHELOR'S DEGREE

in

INDUSTRIAL ENGINEERING

FACULTY OF ENGINEERING AND INFORMATION TECHNOLOGY

SWISS GERNSLEIN VERSITY

SWISS GERMAN UNIVERSITY

EduTown BSD City

Tangerang 15339

Indonesia

JUNE 2015

Revision after Thesis Defence on August 3rd 2015

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:	
SW	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

ABSTRACT

STUDENT SATISFACTION INDEX:

A CASE STUDY IN SGU

by

Okke Hadyan Adityo

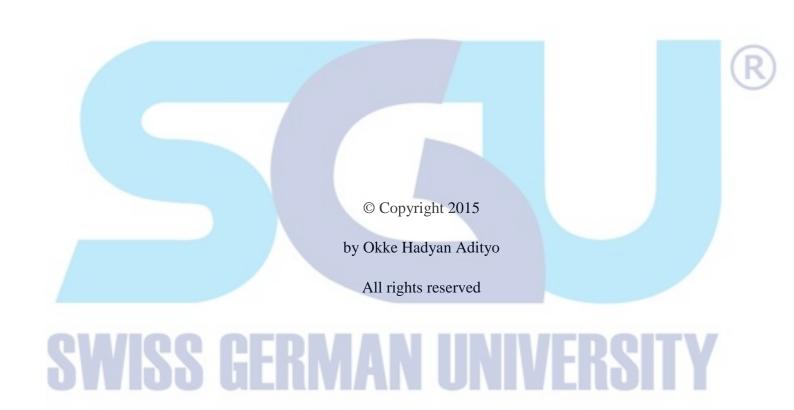
Dr. Tanika D. Sofianti, ST., MT, Advisor

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,



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



ACKNOWLEDGEMENTS

First of all, the author would like to express my gratitude to Allah S.W.T for the miracles that help me to give me a blessing and guidance to finish this thesis.

Secondly, the author would like to express my gratitude to my family for the support, guidance, and facilitation to finish this thesis.

The author would like to express my deepest gratitude to Dr. Tanika D. Sofianti and Ir. Triarti Saraswati, M.Eng during this project.

The author would like to express my gratitude for Mr. James, Mrs. Maya, and Mr. Roby from SPQC in Swiss German University during this thesis project.

I would like thank to Okky Larasati Putri for your time who always give me a support and motivation when I am in the worst condition, Thank you so much.

I would like to thank to all my friend especially Industrial Engineering 2011 who always stick together, in any condition.





TABLE OF CONTENTS

	Page		
STATEMENT BY THE AUTHOR1			
ABSTRACT	2		
DEDICATION	4		
ACKNOWLEDGEMENTS	5		
LIST OF FIGURES	8		
LIST OF TABLES			
CHAPTER 1 – INTRODUCTION	10		
1.1. Background			
1.2. Problem Statement	11		
1.3. Research Question	11		
1.4. Objectives			
1.5. Significant of Study			
1.6. Thesis Structure	13		
CHAPTER 2 - LITERATURE REVIEW			
2.1. Students' Satisfaction			
2.1.1. SSI Research Framework	15		
2.1.2. Explicit Service and Implicit Service			
2.1.3. Students' Satisfaction			
2.1.4. SSI	17		
2.1.5. Student Loyalty	17		
2.2. Service Quality	17		
2.2.1. JD Power	20		
2.2.2. Customer Satisfaction	21		
2.3. Higher Education Quality	23		
2.3.1. BAN-PT	23		
2.3.2. ABET	24		
2.4. Performance Assessment	26		
2.4.1. Higher Education Performance Index	26		
CHAPTER 3 - RESEARCH METHODOLOGY			

3.1. Introduction	27
3.2. Thesis Methodology	27
3.3. Measurement Framework Development	30
3.4. Questionnaire Design & Development	34
3.5. Weight Scoring	34
3.6. Calculating Satisfaction Index	35
3.7. Data Validation	35
3.8. Data Process	35
3.8.1. Reliability Analysis	36
3.8.2. Factor Analysis	37
CHAPTER 4 - RESULTS AND DISCUSSIONS	38
4.1. Data Validation	38
4.1.1. Factor Analysis and Reliability Analysis	38
4.1.2. Student Satisfaction Index	52
4.1.3. General Performance Score	56
CHAPTER 5 - CONCLUSIONS and recommendations	60
5.1. Conclusions	60
5.2. Recommendations	60
5.2.1. Recommendation for Further Research	60
5.2.2. Recommendation for Swiss German University	
GLOSSARY	
References	63
APPENDICES	68
CURRICULUM VITAE	119