

ABSTRACT

DIAN PUTRI. 1204124249. THE SATISFACTION OF TELKOM UNIVERSITY STUDENTS IN HANDLING COMPLAINT BASED ON SOCIAL MEDIA FACEBOOK

Nowadays, the use of Information Communication of Technology (ICT) has increased rapidly. One of the increasing is the new media based on internet media that connects a people with another. Telkom University Information System Directory is also using new media as a handling complaint media which is named Facebook Helpdesk Direktorat Sisfo.

The purpose of this research is to get a data on student satisfactions of Telkom University in handling complaints and the indicators in reaching students satisfactions. The method used in this research is a quantitative descriptive design analyze data using mean, ANOVA and independent t-test as the calculation.

The result of research shows that among five indicators, the compatibility of information and technology are mostly satisfaction (mean >3), whereas the respond, empathy and comfortability gets are least satisfied. Overall, the average score of 2.95 means that student expectation cannot be fulfill by Telkom University Information System Directory. The result of research also shows that among three program studies and faculties has reached point satisfaction (>3) and the other four program studies and faculties get least satisfaction (<3). Additional the gender, male students get 3.00 point for the satisfaction which is higher than female students which only get 2.92.

Keywords: *Information Communication of Technology, New Media, Facebook, Handling Complaint, Students Satisfaction*