

ABSTRACT

Education industry that had been merger, create education industry better than before by improving the quality of education services and improve the efficiency of education performance. In improving the quality and service enables the implementation of marketing strategy in the higher education system through synergistic implementation of the marketing mix in order to create a service appropriate with target market expectation. Results of this result is to see the quality and the services provided by Faculty of Applied Sciences Telkom University with the views of several service attributes product, price, people, process, physical evidence.

The method used in this research is quantitative descriptive, using snake diagrams and simple linear regression as a data-processing technique. The data collection was done by convenience sampling to students Faculty of Applied Sciences Telkom University, with a sample of 364 people. The results showed that performance of variable service attributes 53% pre-merger and post-merger 60% while in the variable service benefits 44% pre-merger and post-merger 75% there are significant performance attributes of service to service benefits Telkom University pre and post-merger significantly 74.7%

Keywords: Performance attributes Services, Benefits Services, Mergers, Snake Diagram