

ABSTRACT

Citra Sukapura Megah is a company under the Telkom Foundation who engaged in property, general trading, construction, services, printing, workshop, transportation, and transposal. Citra Sukapura Megah has a function as the management, maintenance, repair, and construction assets such as land and buildings owned by Telkom Foundation. Citra Sukapura Megah is also responsible for all forms of management, maintenance, and service at Telkom University dormitory. Services provided to new students of Telkom University will always be reviewed annually by coordinating with the Telkom University in order to always be able to improve the quality and service quality so that the students will always be satisfied with the services provided by Telkom University dormitory.

The research question is about how big the effect of the servqual element of dormitory by simultaneously and partially on students satisfaction. The analysis data technique is quantitative causal with problem solving method multiple linear regression. Total population in this research are 5.734 students who are currently living at Telkom University dormitory batch 2015/2016 with 100 sample respondent. Independent variable are tangibles, empathy, reliability, responsiveness, assurance. Dependent variable is student satisfaction. The data collection is done by spreading the questionnaire to students batch 2015/2016 who currently living at Telkom University dormitory.

With descriptive analysis technique, the average percentage of servqual variable is on bad category. And the students satisfaction variable percentage is on bad category too. The result of the calculation showed that independent variable servqual has effect simultaneously on the dependent variable students satisfaction. However, there is an effect partially and there is no effect partially with the servqual variable on students satisfaction. The amount of simultaneous effect is 56.40%, while the remaining 43.60% influenced by other factors besides the variables in this research. The partially variables effect tangibles is 8.58%, empathy is 2.94%, reliability is 6.05%, responsiveness is 16.71% and assurance is 22.03%.

Keywords: Service Quality, Tangibles, Empathy, Reliability, Responsiveness, Assurance, Students Satisfaction